



## **Independent Cosmetic Manufacturers And Distributors**

### **FOR IMMEDIATE RELEASE**

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## **Independent Cosmetic Manufacturers And Distributors Members Have New Opportunities To Grow Their Business**

*Hubba's discovery network now available to ICMAD members providing exposure to retail buyers.*

**February 7, 2017; Deer Park, IL** - The Independent Cosmetic Manufacturers and Distributors association, (ICMAD), has partnered with Hubba to provide their members with a new way to connect with retailers and influencers. Hubba is the world's fastest growing B2B discovery network, connecting over 30,000 brands, retailers, and influencers looking to extend their reach and grow their businesses. While retail buyers are familiar with many major brands in personal care and beauty, Hubba introduces them to the thousands of niche, new, and trending products they may otherwise not have known about and makes recommendations to best suit their needs.

With access to the Hubba platform, ICMAD members have new opportunities to meet and build relationships with buyers looking to expand their product offerings to customers. "In under two years, Hubba has become the dominant player in product discovery and has transformed the way large and small brands connect with retailers and influencers," says Ben Zifkin, Founder and CEO of Hubba. "We are excited to welcome ICMAD members onto our network to help their products get discovered by our retail and influencer customers."

"ICMAD is on the leading edge in developing opportunities for our membership. Partnering with Hubba is the natural next step in our offerings," states Pam Busiek, CEO and President of ICMAD. "We are delighted to have Hubba as one of our newest partners." With access to the Hubba platform, ICMAD will be able to add to the current set of tools and programs already available to members to help enhance their online presence and gain necessary exposure to continue to grow their business. Likewise, Hubba's personal care and beauty brands and retailers will be able to engage with ICMAD services and its brands.

Hubba has been included on Deloitte's Hot 50 Companies to Watch list, Top 3 Best New Startups (KPMG Startup Awards), the Top 20 Most Innovative Companies (CIX) and Top 25 Up and Coming ICT Companies (Branham Group). Most recently, in May 2016, Forrester Research selected Hubba as a breakout Retail eBusiness vendor, and in June 2016, Hubba was a winner of the prestigious Red Herring Top100 North America award.

Hubba is deeply committed to giving back to the community, and is proud to be a founding partner of Ladies Learning Code and founding donor to the Upside Foundation.

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**About ICMAD:** ICMAD, the Independent Cosmetic Manufacturers and Distributors, has been the independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD offers invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD and connect on Facebook ([www.facebook.com/ICMADTalks](http://www.facebook.com/ICMADTalks)), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)), and online at [www.icmad.org](http://www.icmad.org).