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**Industry Leader, Pamela Busiek, Elected 19<sup>th</sup> President of ICMAD**

**Dallas, Fort Worth TX** – July 7, 2009, Pamela Jo Busiek, President and Co-Owner of CBI Laboratories has been elected the 19<sup>th</sup> President of the renowned Independent Cosmetic Manufacturers and Distributors association. Pam’s influence and savvy of business growth tactics has and will continue to under gird success for personal care brands both in the private and exclusive branding segments globally. With her foothold in servitude and others-centered partnering, her breadth of quality expectations, amplifies the industry demand for good ethics in manufacturing. Pam’s insistence on excellence and desire to drive innovation within the retail and service business of salons, spas, medical and wellness industries, lends its hand as a perfect complement to the ICMAD association and the goal for expansion of reach and progressive thinking.

As a veteran of the beauty industry, Pam is an example of leadership times 100 over. Through the launch of her first international skin care company, where she was one of CBI’s largest customers, to her acquisition of CBI Laboratories; she is a testimony of success, accelerating growth and international recognition in one eloquent sweep.

Pam is a notable public speaker and contributing writer for beauty industry events and trade publications. In addition, she is a motivational conduit for alternative business communities, women and faith-based organizations. She has been acknowledged in various business journals for her strong entrepreneurial savvy.

As a seeker of knowledge and high pursuits, Pam acquired a Bachelor’s of Business Administration with emphasis in Marketing and Economics from Southern Methodist University. Upon completion of her degree, she furthered her educational accolades as a graduate of the Neiman-Marcus Executive Training Program. For many years following, she diligently worked her way to Couture Buyer and Manager.

Both CBI Laboratories, Inc and ICMAD have been built upon a heritage of principles and success that is globally recognized for distinction as an integral influence in a growing entrepreneurial marketplace and

proliferated industry. The dynamic marriage of these prestigious organizations through Pamela Busiek is setting a precedent of excellence in an industry where growth is driven by high demand and quality standards.

In a changing economy, the synergy of an added-value, turnkey manufacturer like CBI Laboratories and a business growth support entity, such as ICMAD, is the catalyst for the personal care world of the future.

*ICMAD is a non-profit trade association dedicated to providing programs and services to those creative, innovative cosmetic companies to help them succeed in the rapidly changing, highly competitive cosmetics and personal care industries.*

***CBI Laboratories, Inc.** has been a leader for 27 years in the formulation, development and manufacturing of innovative custom and private label cosmeceuticals, OTC skin care and body products for the medical and aesthetic industries. The CBI team is a synergy of experts from the scientific, medical, aesthetics and alternative medicine communities that have pioneered the use of performance botanicals and technologically-advanced ingredients. CBI employs one of the most advanced manufacturing facilities in the cosmetic industry, conforming to FDA standards and requirements. CBI does not test on animals and its products are environmentally conscious.*

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