

Swedish Beauty® Attends Bunbury Music Festival as Official Sponsor

June 4th, 2017

For Immediate Release:

Cincinnati, OH –

On June 4th, Swedish Beauty sponsored the Bunbury Music festival in Cincinnati, along the banks of the Ohio River in Sawyer Point Park. Musical acts for the day included Muse, The 1975, Thirty Seconds to Mars, Jon Bellion and more. As a sponsor, Swedish Beauty organized a Boho Braid Bar, where festival goers could get their hair braided, as well as add customized flower crowns and glitter to their 'dos. While they waited for this free service, samples of lotion were handed to everyone to try, and a display of full sized Swedish Beauty product was available for view and discussion. Once their hair was complete, they could step over to the official SB photo booth and take pictures with exclusive Swedish Beauty props. There was even a custom snapchat filter available during the day, generating over 5,000 unique impressions!

The activation was a great success, with a continuous line of people waiting to see what Swedish Beauty and its products are all about. Music festivals, such as Bunbury, capture the essence of Swedish Beauty and its bohemian philosophy. The culture of the Bunbury Music Festival is simple- beauty, fashion, music, expression, discovery, and freedom; all of which are similar characteristics of Swedish Beauty tanners. Being a sponsor of Bunbury provides the opportunity to interact with over 60,000 attendees throughout the weekend, who enjoy engaging with like-minded brands, such as Swedish Beauty.

Pictures from the event are now up on Swedish Beauty's Facebook page.

