

Minimus.biz Creates “The World’s Most Luxurious Toiletry Kits”

March 15, 2010 (Newbury Park, CA) - This week, the leading online retailer of travel-sized and individual sized items, Minimus.biz (<http://www.minimus.biz>), launched The Minimus Boutique™ (www.minimus.biz/TheMinimusBoutique.aspx) to provide luxury brand toiletries in travel sizes to its customers. To promote the launch, Minimus created the world’s most luxurious toiletry kits: \$895 for the women’s kit, and \$549 for the men’s.

The “Voyage de Luxe: For Her” is housed in the cream colored Bojola Tuscan Train Case from the Milan-based luxury travel luggage company, Bric’s. The beautifully designed case “inspires thoughts of yester-year and traveling luxuriously by train through Europe.” In the U.S., it is an exclusive model, only available at the three Bric’s company stores. “We were excited to have Minimus.biz select Bric’s as its partner for their luxury toiletry kit,” says Pietro Briccola, President of Bric’s USA. The “Voyage de Luxe: For Him” is packaged in a handsome, tobacco-colored, Bric’s Life Pelle Necessaire tri-fold toiletry bag.

Minimus filled each of the bags with a wide variety of items and brands that are now available in their newly launched section, The Minimus Boutique™:

The World’s Most Luxurious Toiletry Kits, Summer 2010 Editions



[Voyage de Luxe: For Her](#)



[Voyage de Luxe: For Him](#)

“Our boutique is comprised of salon brands, prestige brands, organic brands, and some items and brands that have a really interesting story to tell,” says Minimus.biz Co-Founder Paul Shrater. Items range from a limited edition organic lip balm inside of a tree nut, that Minimus.biz imported from South America, to the classy line of travel sizes from the prestige brand Philip B. “The breadth of our travel sized Philip B Favorites is a great fit for the new Minimus Boutique to assure your journey is easy and comfortable,” says Philip B., the company’s president and Hollywood hair Guru.

There are several dozen more brands soon to be launched on The Minimus Boutique™ and more are planned for the future, including new seasonal editions of “The World’s Most Luxurious Toiletry Kit.”

About Minimus.biz:

Minimus.biz is the world leader in all things travel-sized and individual-sized with over 2,000 products in stock. The website comprises a variety of categories of travel size and trial size items, many of which are not available for retail sale anywhere else. Additionally, Minimus works with many major corporations and non-profits through its wholesale and fulfillment divisions.

About Bric's:

Established in 1952, Bric's is an international luxury travel goods brand. A leader in the luggage and accessories market, the Italian company is celebrating more than 50 years of high quality leather and vinyl cotton products, including luggage, handbags, wallets and portfolios.

About Philip B:

As Hollywood's preeminent hair-treatment expert, Philip B. has garnered international praise for his visionary approach to hair, scalp and body-care treatments. His award-winning blends, all based on pure botanicals and essential oils at potent, unheard-of-in-the-industry concentrations, have dramatically changed the way the world perceives luxury care for hair and skin.

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