



FOR IMMEDIATE RELEASE

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**VALMARK ASSOCIATES LAUNCHES DIGITAL
CAMPAIGN FOR COMFORTE'**

Amherst, NY – **Valmark Associates, LLC**, a marketing consultancy and resource agency, has launched a national digital campaign for Comforte', a topical cream made from all natural ingredients that provides temporary relief from the discomfort associated with menstrual cramps.

When Alexandria Pro, the manufacturer of Comforte', was looking for a strategy for their new consumer product, Valmark rose to the challenge by finding the appropriate target demographic, and developed a digital strategy that maximized impact in the marketplace. The result? Over 25,000 submissions for sample requests were generated in just a few days and a product that no one had heard of previously was driven to market using only digital techniques in a matter of 72 hours.

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The digital campaign includes campaign strategy and planning, website and landing page enhancements, content management, e-newsletters, digital advertising and social media. It has attracted world-wide attention as it went viral in its first month. Sold in 1 oz. tubes, Comforte' lasts up to three cycles. Those interested in learning more about cramp relief can visit the website, www.comforteforpms.com.

Comforte' is manufactured by Alexandria Pro, a leading body-care company that manufactures and distributes healthy and natural solutions for the beauty and wellness industry. After developing and pioneering their innovative sugaring process for the removal of unwanted hair, and their Full Circle of Skin Conditioning™ program, Alexandria Professional is committed to passing on their wealth of knowledge through top notch education around the world. They strive to work with their clients to resolve any skin care concerns and improve the overall condition of their skin. As a company, Alexandria Pro takes a stand to end violence against women and makes a commitment to give back to the community. You can learn more by visiting www.alexandriaprofessional.com.

Valmark Associates LLC is a marketing consultancy about ideas. The agency improves clients' marketing efforts by integrating history, industry knowledge and their process to generate ideas

that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise. The firm provides marketing services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Joe Lojacono is president of Valmark Associates.

For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono at 716.836.3414.

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