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Natural Nanotechnology Skin Care Products Launched by Trump University Student

November 29 2007

Trump University helps entrepreneurial student introduce Derma Nano International, which offers a line of all-natural nanotechnology skin care products, body care products, parfum and fragrances.

New York, NY - November 29, 2007 - One of the newest skin care product firms to enter the multi-billion-dollar global cosmeceutical industry, Derma Nano International, was co-founded by an already-successful entrepreneur and Trump University student.

Derma Nano, which provides a full line of all-natural skin care, body care, parfums and fragrances using nanotechnology, was co-founded by Edward Whistler Goh, founder and owner of the business growth and consulting management firm Edward Whistler International (EWI). Headquartered in Singapore, EWI has representative offices in Canada, China, Malaysia and Thailand.

“Early this year I went into a joint venture with one of my clients to start up a cosmeceutical company--developing, packaging, marketing and distributing skin care, body care, fragrances and parfums. So I decided to sign up for the Marketing Mastery Program to learn new ideas and principles that I could apply for Derma Nano and get it operational by year end,” said Goh. “I also took this educational opportunity to hone my skills in [branding](#), and enhance my consulting skills and knowledge so I could deliver value-added consulting solutions to my other clients.”

During October 2007, Derma Nano successfully launched its line of skin care products that will be distributed through skin specialist clinics and later through Derma Nano concept retail stores. Derma Nano will have representative offices in New York City, Tokyo and Paris.

“When Edward Goh registered as a Trump University student, he was already a successful entrepreneur and owner of an established consulting firm. He knew the mechanics of consulting and business management, but when he ventured into a new business in the cosmeceutical industry which he was not familiar with, he turned to Trump University to learn how to create successful and profitable [marketing strategies](#) for Derma Nano,” said Josef Katz, Vice President of Marketing at Trump University which is the educational arm of the Trump organization that provides [investment advice](#) and business strategies to investors, entrepreneurs and small to mid-size companies.

“Trump University’s marketing mastery program helps entrepreneurs like Goh understand how to effectively market their products or services, and to be able to develop the right marketing strategy that gives their business a critical edge over the competition,” said Katz.

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About Derma Nano

Derma Nano International focuses on the science of beauty through its line of all-natural skin care, body care, parfums and fragrances that deliver ingredients to the skin with more efficiency and have immediate results through the application of nanotechnology. All ingredients meet the ASEAN Cosmetic Directives and Health Sciences Authority of Singapore (HAS).

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