

Press Release

FOR IMMEDIATE RELEASE

Beach Body Butter Announces Closure of Pecan Park Store to Pursue Strategic Growth Opportunities

Jacksonville, FL – May 15, 2025 – Beach Body Butter, a rising brand in natural skincare, today announced the closure of its Pecan Park retail location as part of a strategic shift toward new growth opportunities.

Since launching just six months ago, Beach Body Butter has cultivated a loyal following of skincare enthusiasts who value clean, nourishing products and a vibrant brand experience. The decision to close the store reflects the company's commitment to evolving in ways that best serve its customers and long-term vision.

"We're incredibly grateful to our community of Aficionados who supported us from day one," said Pearl, Founder of Beach Body Butter. "This is not a farewell—it's a step forward. We're excited to explore new ways to connect with our customers and expand our reach."

Beach Body Butter will continue to offer its full product line online and through upcoming partnerships and events. Customers are encouraged to stay connected via the brand's website and social media channels for future announcements.

About Beach Body Butter

Founded in 2024, Beach Body Butter is a natural skincare brand inspired by the rhythm of the ocean and the power of plant-based ingredients. The company is dedicated to creating high-quality, eco-conscious body care products that nourish the skin and uplift the spirit.

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<https://beachbodybutter.store/news-media/>