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SKIN CARE MANUFACTURER TO BRING \$3 MILLION INVESTMENT TO HANSEN, IDAHO

Artisan Labs plans to begin production in Fall 2021 and bring high-wage jobs to the region.

HANSEN, ID – March 1, 2021 – Artisan Labs, a cosmetic contract formulator and manufacturer, announced today it will build a 12,000 sq. ft. manufacturing plant in Hansen, Idaho. The \$3 million project will bring significant investment and more than 50 high-wage jobs to the city of Hansen. The company plans to begin production in Fall 2021.

“We are very excited to be in Hansen; the community has been so welcoming,” said CEO of Artisan Labs Matt Bryant said. “We hope to be a pillar within Hansen and Southern Idaho by giving back where our employees and their families live and learn.”

“Artisan Labs is a significant addition to the Magic Valley economy,” Idaho Commerce Director Tom Kealey said. “By executing all aspects of their manufacturing process at their new Idaho facility—from product development to production to packaging—their investment is providing the region's workforce with an exciting opportunity to leverage their diverse expertise.”

As a cosmetic contract formulator and manufacturer, Artisan Labs helps emerging and independent personal care brands create products for a diverse mix of retail and direct-to-consumer channels.

“We are excited we had the opportunity to be a part of bringing Artisan Labs to the City of Hansen,” said Twin Falls County Commissioner Jack Johnson. “We believe this is a great addition for the city and the boost it will give to our community is significant.”

“We are thrilled to work alongside Artisan Labs, Twin Falls County and the Idaho Department of Commerce to bring this tremendous investment to the city of Hansen,” said Connie Stopher, CEcD, Executive Director of Southern Idaho Economic Development. “Artisan Labs is a great addition to the Magic Valley, contributing to our strong manufacturing community.”

In addition to the new plant in Hansen, Artisan Labs plans to create high-paying jobs in technical fields like microbiology, chemistry, engineering, and quality control. They plan to partner with local schools in STEM education, including the College of Southern Idaho.

“A company like Artisan Labs coming into Hansen is fantastic news. It will be a great benefit to our community and the people who live here,” said Hansen Mayor Joseph Ratto said.

For more information about Artisan Labs, visit their website: artisanlabs.com

To learn more about Southern Idaho Economic Development and the Southern Idaho region, please visit us online at southernidaho.org.

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About Artisan Labs

Artisan Labs is a skin care and body care product formulator and manufacturer located in the heart of scenic Magic Valley (Twin Falls County), Idaho. The Artisan Labs mission is: “Prospering Brands of Distinction through Brandcrafted Service and our FACE Values.” For more information, visit artisanlabs.com.

About Southern Idaho Economic Development

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit southernidaho.org.