****

*Contact: Sharon Esche or Alexander Irving*

 *Esche & Alexander Public Relations*

 *760-414-3370*

*sharon@beauty-pr.com*

*alex@beauty-pr.com*

****

**GORDON LABORATORIES, INC. ANNOUNCES MICHAEL R. PEREIRA AS CFO**

Carson, CA -- *Gordon Laboratories, Inc*., a leading contract manufacturer and custom formulator for prestige skin, hair and body care, announced that Michael R. Pereira has joined the company as Chief Financial Officer. According to company CEO Greg Chambers, who recently announced the appointment, Pereira brings to *Gordon* *'extensive financial and business experience across multiple companies and industries plus a unique skillset in both private equity and investment banking'.* Pereira's CFO experience is in manufacturing and consumer goods environments.

 [**Download Photo**](http://www.gordonlabsinc.com/dl/2015-11/michael.html)

At Gordon, his primary management responsibilities include oversight of Finance and Accounting as well as managing the Human Resources (HR) and Information Technology (IT) functions. Drawing from a successful 20-plus year career, Pereira's focus will be on providing useful tools from the finance function to aid operations management, and going beyond reporting financial results to providing useful metrics for improving efficiency.

The CFO's private equity experience involved merger and due diligence analysis, as well as financial and accounting integration, primarily for Berggruen Holdings, Inc. His investment banking experience, primarily with Citigroup, involved structuring over $4 billion in financings, including strategic deals for Dial Corp, The Walt Disney Company, ING and others.

Pereira holds an MBA degree in Finance and International Business from New York University's Stern School of Business. He also completed Citigroup's corporate finance training program. Pereira earned a Bachelor of Science degree in Marketing and Public Relations. He grew up in Long Island, NY and currently resides in Irvine, CA.

*Gordon Laboratories is a contract manufacturer and custom formulator for prestige skin, hair, and body care, including certified organic products. Learn more about Gordon Laboratories at* [*www.gordonlabsinc.com*](http://www.gordonlabsinc.com)*.*

###