



Nurturing Care this winter with Emami Vasocare's Herbal Skin Jelly and Lip Balm

Kolkata, September 20, 2013: The nip in the autumnal air means it's time to winter-proof your skin. Roll up your sleeves to care and protect your skin with Emami's all-new Vasocare Herbal Skin Jelly and Vasocare Herbal Lip Balm.

The unique herbal formula blends the curative, protective and nurturing properties of Aloe Vera, Tulsi and chamomile.

Emami Vasocare Herbal Skin Jelly :

With the dry season setting in, chances are that by now you have started developing dryness in arms and legs. The new Vasocare Herbal Skin Jelly is for any part of the body, prone to dryness. It gently relieves, protects, heals, moisturizes and nourishes skin for the healthy glowing look. Enriched with the goodness of herbs reflected by its rejuvenating tinge of green, laced with soothing fragrance, it is the first green alternative in the petroleum jelly market flooded with synthetic products. The bounty of Mother Nature preserved with care in this petroleum jelly is also reminiscent of a mother's caring touch which protects and nurtures. Priced at INR 40 for 50 ml containers, the herbal skin jelly will not burn a hole in your pocket!

*Hot pick: Take home a 50 ml container of your favourite Vasocare Herbal Skin Jelly and get a complimentary 25ml BoroPlus Advanced Moisturising Lotion worth Rs. 10
Get 5% extra in the 8 ml sachet*

Vasocare Lip Balm:

Want to flaunt Diva like luscious lips throughout the season? "Get lips like Bips" with Vasocare Lip Balm endorsed by the Bollywood Diva Bipasha Basu. The 5-time effective lip balm moisturizes, heals, protects, and nourishes cracked and chapped lips making it soft and hydrated. Vasocare offers three picks of lip balm which will keep you smiling all season long. This winter, experiment with Fusion Bubble Gum, Tangy Citrus or go for the regular Original flavour. The product comes in a smart and trendy tube lodged in transparent attractive blister pack which offers greater shelf-life and is resistant to store tampering. The Vasocare lip balm comes with a price tag of INR 30 that will certainly fit your bill. A little dab of Vasocare lip balm and let your lips flaunt a lively, moisturised and luscious look this winter.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami's products



have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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