



## Emami ushers in the festive season with the Combo-offer of hair and skincare

**Kolkata, October, 2015:** With the approaching winter season, both our hair and skin will start feeling its effects soon, making our hair more prone to damage leading to hair fall and leaving our skin drab and dry. Effects of pollution take a toll on our hair and skin when they get exposed to the sun, seasonal vagaries and our environment. With the hectic festive season round the corner, we need to start taking extra care of our skin and hair to save them from further damage.

Keeping this in mind, Emami Limited has launched a great combo offer of hair care and skin care with the advanced nourishment of Emami 7 Oils in One Damage Control Hair Oil along with BoroPlus Total Results Moisturizing Lotion. This combo offer of 100 ml Emami 7 Oils in One with 20 ml of BoroPlus Total Results Moisturizing Lotion is available till the year end across North, West, East and AP in South.

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### **Emami 7 Oils in One damage control hair oil:**

*Emami 7 Oils in One damage control hair oil is enriched with the potent combination of almond, coconut, amla, argan, olive, walnut and jojoba oils. The oil also has 7 herbal aushad complexes, which is an amalgamation of 7 herbs namely Brahmi, Arnica, Henna, Lata Kasturi, Methi, Bhringraj and Japa. With Emami 7 Oils in One, these oils have been blended and bottled for the first time in the form of a single regimen- a breakthrough in hair oils for total damage control of your mane—from repairing hair damage to replenishing lost nutrients. Proven at America's leading research institute & IIT Mumbai, it reduces hairfall upto 96% & makes hair upto 20 X stronger.*

### **BoroPlus Total Results Moisturizing Lotion:**

*BoroPlus Total Results Moisturising Lotion's unique formulation is enriched with Skin Loving Herbs - almonds, milk cream, saffron which moisturise, protect & heal skin from within making it healthy, smooth & glowing. Developed by Ayurveda and International skin experts BoroPlus Total Results Moisturising Lotion is kind to skin & has no harsh chemicals. The moisturising lotion treats eights (8) signs of skin dryness viz. unhealthy, itchy, tight, rough, papery, lack of suppleness, flaky, dull by effectively locking in moisture. Suitable for all skin types, it will be an ideal companion for you in the winter season.*

**Hot pick: Take home a 100 ml container of your favourite Emami 7 Oils in One Damage Control Hair Oil priced at Rs 60/- and get a complimentary 20ml BoroPlus Total Repair Moisturizing Lotion worth Rs. 10/-**

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### **About Emami Group:**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Every second, over 100 pieces of Emami products are sold somewhere in India or world.

With over 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The Company also acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care



products. In June 2015 Emami Ltd acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit [www.emamitd.in](http://www.emamitd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

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