



Kaya Skin Experts Reveal How to Prevent Skin-Ageing and Reverse its Effects

Kaya's expert dermatologist visited the city of Jaipur to talk about Kaya's advanced anti-ageing solutions

Jaipur, 21st February: Extending its endeavor of providing specialized skincare expertise to consumers from all parts of the country, Kaya conducted the 'Meet The Expert' session on anti-ageing in Jaipur on 21st February, 2016. People from across the city met **Dr. Lee Pee Mei, Kaya Skin Clinic, Medical Advisor** for customized consultation and personalized solutions on the various concerns relating to skin-ageing.

The remarkable success of similar meet-the-expert programs that was conducted by Kaya, showcased the fact that the aspirations of consumers in emerging markets match those of their counterparts in metros. According to a recent report by Zion Market Research, the global demand for anti-ageing market is expected to reach USD 216.52 billion in 2021.

Dr. Lee Pee Mei, Kaya Skin Clinic, Medical Advisor said "Ageing is no longer a concern only for people of a certain age, with our constant exposure to the sun, pollution and elements, the first signs of ageing begin showing on your skin as early as your mid-twenties. To tackle this, we have introduced the Youth Brilliance range in addition to our extensive anti-ageing portfolio. This will help battle the early signs of ageing, and effectively addresses the root of the issues and corrects it."



Kaya Youth Brilliance-Flawless Day Cream: This age-defying Flawless Day Cream with plant extracts like Bistort herb and Grapeseed extract penetrates deep into the skin protecting it from the first signs of ageing like fine lines, pores and age spots. SPF 25 with 4-star Boots rating shields the skin from harsh sun rays that cause skin darkening and ageing. Skin appears luminous and even toned, retaining its youthful, flawless appearance.



Kaya Youth Brilliance-Replenishing Night Cream: This Replenishing Night Cream packed with potent actives, improves the skin's texture while you sleep. The corrective action of plant extracts like bistort herb works on first signs of ageing like wrinkles and fine lines. The luxurious hydrating formula replenishes your skin with moisture. Niacinamide works on dark spots giving you brighter skin, so you wake up with a refreshed glow.



Kaya Youth Boost-Dramatic Renew Day Cream: The Dramatic Renew day cream is a potent formulation that helps stimulate the production of collagen and glycosaminoglycan complex (GAG). Collagen helps restore lost elasticity and firmness of skin and GAG complex stimulates cell renewal and turnover, dramatically reducing the appearance of wrinkles, fine lines and age spots. With regular use, skin looks up to ten years younger.

Having earned a leadership position by consistently leading from the front, Kaya has created a paradigm shift in the approach towards specialized skincare. Talking about the initiative, **Arvind R. P., Vice President & Head - Marketing, Kaya Limited** said, “At Kaya, we have conducted extensive research to understand the evolving needs of the consumers. Anti-ageing has seen an exponential demand in the past couple of years and is therefore, a focus category for us. Seeing the success of the previous editions of this program, we fully intend to conduct more such programs and bring consumers and Kaya’s expert dermatologists under one roof.”

About Kaya Limited:

Kaya Ltd. provides holistic skincare solutions through Kaya Skin Clinic (Over 100 in India and 20+ in the Middle East) and its retail format store - Kaya Skin Bar (Over 100 point of sales in India, including shop in shop & stores) and their e-commerce offering – <http://shop.kaya.in/>.

Kaya Ltd. delivers flawless skin through expert skincare solutions that includes services in the areas of Acne/Acne-scar Reduction, Pigmentation, Anti-Ageing, Laser Permanent Hair Reduction, etc. along with regular beauty enhancement services. Kaya Ltd. also has a range of more than 50 skincare products ranging from daily skin care to specialized skin care.

Kaya Skin Clinic, India’s foremost chain of specialized skincare clinics, offers personalized solutions by expert dermatologists delivered through a synergistic combination of products and services backed by state-of-the-art safe skincare technologies.

Kaya Skin Bar is designed to cater to the needs of today’s modern woman. With over thirteen specialized skin care and hair care ranges that have been developed by Kaya dermatologists, Kaya Skin Bar provides complete solution to all skin concerns apart from the daily essentials.

For more information, visit <http://www.kaya.in/>

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