



## Kaya Takes A Big Leap In The Hair Care Category!

**14<sup>th</sup> December, 2016:** Pioneers in dermatological expertise for over a decade, Kaya has always been a front runner in delivering customised solutions and flawless skin to men and women. The advanced services and products offered at the clinics are designed by a team of dermatologists. Going a step further in providing specialty beauty solutions, Kaya has now introduced a comprehensive range of services addressing a wide range of hair concerns. This hair care system caters to the entire spectrum of hair concerns by acting on all dimensions of hair through the **Targeted Root Regen System** and **Hair Health Boost System**. Also, the Kaya HairRestore is an advanced hair transplant solution that is combined with other high-efficacy procedures for best results.

Every day, an individual loses approximately 50-100 strands of hair and the same is then replaced by new ones. Many factors trigger hair fall, such as unhealthy lifestyle, stress, pollution, improper diet, and hormonal changes. The Kaya Targeted Root Regen System comprises of specialized dermatological services such as Intensive Hair Root Therapy, Natural Hair Rejuvenation with PRP, Hair Nutri-Infusion Therapy and Hair Root Activation Laser Therapy & Low Level Laser Therapy, and it delivers vital nutrients and growth factors where it matters - the hair root. It addresses a range of concerns such as Hair fall and Hair thinning.

On the other hand, the Kaya Hair Health Boost System has been specially designed to address other concerns such as dandruff and under-nourished hair. It comprises of customized therapies such as Kaya Scalp Purify and Balance Therapy, Kaya Scalp Exfoliate and Revitalize Therapy, Kaya Hair Revive and Fortify Therapy and Kaya Ultimate 360° Hair Elixir Therapy to boost the health of the hair, root and scalp to give stronger, thicker and shinier hair.

The efficacious combination of in-clinic services, specialized products and the right diet advice supplements the extrinsic beauty of hair through intrinsic hair health.

Speaking about the launch, **Arvind R. P., Vice President & Head - Marketing, Kaya Limited** said, "Extending our portfolio to include a range of hair care services is a natural, synergistic progression for brand Kaya given our roots in dermatological expertise. It truly symbolizes our holistic approach towards every individual's beauty needs. Basis extensive market research, we noticed that there is a need-gap in specialized dermatological solutions for hair concerns. Therefore, the Kaya approach is focused on three steps – Diagnose, Treat and Maintain. Leveraging our existing dermatological expertise, we aim to revolutionize the hair care services market by delivering highly efficacious solutions that conforms to the highest international quality standards and safety norms."

**Dr. Sangeeta Velaskar, Vice President and Head, Medical Services and R&D, Kaya Limited** said, "Hair loss and thinning are some of the most common concerns witnessed by both men and women. Besides the genetic predisposition and hormonal imbalances, some of the most obvious causes are lifestyle issues, increasing stress levels, exposure to pollution and improper diet. Most are not even aware of when everyday hair loss becomes a concern. A visit to a dermatological expert is the best way to find the real cause of the problem and then accurately address it. By focusing on all facets of hair care, we are bringing to light the importance of maintaining one's hair."

For further details, please visit - <https://www.kaya.in/hair-care>



**About Kaya Limited:**

*Kaya Ltd. provides holistic skincare solutions through Kaya Skin Clinic (Over 100 in India and 20 plus 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.kayaclinic.com/>.*

*Kaya Ltd. delivers flawless skin through expert skincare solutions that includes services in the areas of Acne/Acne-scar Reduction, Pigmentation, Anti-Aging, 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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