



Turn back the clock with Kaya's newly launched Youth ranges

The brand strengthens their skin care portfolio with the launch of new product ranges and services in the anti-ageing category

January xx, 2017: Kaya, India's most trusted skin care partner, has two new additions to their wide spectrum of products and services – the all new Youth Brilliance and Youth Boost range. Pioneers in dermatological expertise for over a decade, Kaya's Youth Brilliance and Youth Boost ranges are meticulously crafted using a combination of potent natural actives, anti-oxidants, and vitamins to delay the first signs of ageing. Both the ranges focus on minimizing the cumulative damage of ageing to the skin in the years to come.

Dr. Sangeeta Velaskar, Vice President and Head, Medical Services and R&D, Kaya Limited, 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 range. 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, giving you younger looking skin in four weeks.



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, making your skin look younger in just four weeks.

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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 in only eight weeks.



Available across all Kaya Skin Clinics, Kaya Skin Bars and can be ordered online through Kaya's portal (<http://shop.kaya.in/>)

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.kaya.in/>

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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