



Bid adieu to dandruff with Kaya's new Anti-Dandruff Shampoo with Scalp Purifying Factor

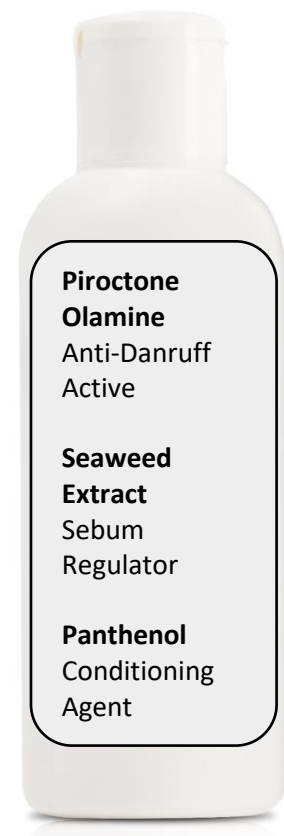
Enriched with essential ingredients to effectively address the issue of dandruff while protecting the scalp and ensuring long lasting moisturization

22 July, 2015: It's finally time to move past the scorching heat of the summer and welcome the rains. But monsoon also brings with it an abundance of hair woes. Excessive dandruff, dry hair and itchy scalps are the most common concerns that crop up during this season. Dandruff, apart from being a social embarrassment, also marks the beginning of more severe problems such as scalp infections. This season, Kaya introduces their latest offering - 'Anti-Dandruff Shampoo' that will help beat the monsoon blues and keep your hair healthy and dandruff free.

Dr. Sangeeta Velaskar, Vice President and Head, Medical Services and R&D, Kaya India, said, "The humidity present in the air during the monsoon cause bacteria and fungi to multiply. Additionally, repeated exposure of the scalp to wet and dry weather conditions lead to a compromised scalp barrier, a major cause for dandruff. Piroctone olamine is a highly effective antimicrobial acting against *Malassezia species*, which controls and prevents the re-occurrence of dandruff. It is also important to moisturize and soothe the scalp with ingredients such as vitamin B5 and Seaweed Extract."

Specially formulated for daily use, this shampoo gently removes dandruff and simultaneously protects the scalp resulting in nourished, healthy and dandruff-free hair.

Kaya's Anti-Dandruff Shampoo is priced at Rs. 390 for 200 ml. The product is available across all Kaya Skin Clinics, Kaya Skin Bars and can be ordered online through Kaya's portal (<http://shop.kayaclinic.com/>).



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About Kaya Limited:

Kaya delivers holistic skincare solutions through its range of Kaya Skin Clinics (102 in India and 19 in the Middle East), Kaya Skin Bars (16 in India) and their e-commerce offering – <http://shop.kayaclinic.com/>.

Kaya 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 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/>