



Kaya Skin Bar launches 17th outlet in India

The retail format store offers all of the specialized skin and hair care ranges with the advanced skincare diagnostic tool for a complete skin analysis

Bengaluru, May 13, 2015: [Kaya](#), India's leading specialist skincare chain, today launched India's 17th and Bengaluru's 11th Kaya Skin Bar at Indiranagar. After the success of the previous Kaya Skin Bars in the city, this new 400 sq. feet store will offer a range of specialist skin and hair products. The new Kaya Skin Bar was inaugurated by the well-known actress Aindrita Ray, who made the launch a truly glamorous affair.

At the launch, **Aindrita Ray** said, "I am extremely excited to be a part of the Kaya Skin Bar launch. It's great that there is another such store in our city, I believe consulting an expert before buying any product is extremely essential. I have been using the Kaya products for quite some time and I absolutely love them. Their latest product, Kaya White Protect Body Lotion has really helped me during outdoor shoots."

The Kaya Skin Bar is a retail format specially designed to cater to the needs of today's modern Indian woman. This product-forward store comes in a new and engaging format and offers over 50 specialist skin and hair care products from Kaya. These products have been researched and developed by Dermatologists and encompass over 13 ranges catering to a wide array of skin type and needs. Adding to the advanced diagnostic tool exclusively available at Kaya Skin Bar. This outlet will offer some of its best and most popular skin and hair products across the city.

Commenting on the launch, **Arvind R.P., Vice President & Head – Marketing & Product Retail** said, "The overwhelming response to Kaya Skin Bar in Bengaluru has propelled our expansion strategy for Kaya Skin Bar. The consumer needs in this market have evolved over the years which has led to a demand in customized, holistic skincare solutions. Our intention is to take the concept of customer education to the next level by helping them take informed decisions regarding their skin and hair care. All of our product ranges will be available at the stores with expert advice from our highly skilled skin experts."

The new store is located at:

No.762, HAL II Stage, known as HUM Aspasia, 100 Feet Road, Indiranagar 2nd Stage, Corporation Ward No. 72, Bengaluru

About Kaya:

Marico Kaya Enterprises Ltd. (Kaya), delivers holistic skincare solutions through Kaya Skin Clinic (100 in India and 18 in Middle East) and its retail format store - Kaya Skin Bar (17 in India). Kaya Skin Bar is a product-forward store which offers customized, holistic skin care solutions through a wide array of products, backed by select everyday beauty services.



Kaya Skin Bar delivers flawless skin through the highly trained and certified skin experts. Each product has been researched and developed by dermatologists and made using the finest proven active ingredients. Kaya also has an advanced diagnostic tool, a first in Asia, which offers an accurate skin-care report.

For more information visit <http://www.kayaclinic.com>

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