

“Routine” to make you more skin disciplined

Kaya Launches “Skincare Routine” packages for some extra care this season

Mumbai, 30th December 2014: You don't need an occasion to celebrate your skin. And to celebrate your skin every-day, you need a skincare routine which ensures you give the best to your skin every-day.

Routine is performed as part of a regular procedure rather than for a special reason. Hence, Kaya brings to you its Routine Packs that are a perfect solution for everyone on-the-go. The hunt for individual products ends, with a single travel friendly pack that brings to you everything you would need daily, to ensure you keep that radiance and glow alive.

“We're building a habit of regular skincare routine among our consumers to help them achieve their beauty aspirations. Our latest routines are a hand-picked selection of Kaya's advanced range of products which have been developed by Kaya's dermatologists. These packs are travel-friendly, economical and help build an expert skincare regime at home.”

“There's also a growing consumer trend of buying multiple products for skincare needs. Our Routine Packs are aimed at making it easier for consumers to pick up products specific to their skin concern, without any hassle”, says Arvind R.P., V.P. & Head Marketing & Product Retail, Kaya Skin Clinic.

Whether you are looking for a cure for acne, ageing or just looking for clear healthy skin, the routine packs are sure to come to your rescue. Available in three variants – **The Youth Defense kit, The Advanced Acne Care** and **The Intense Clarity System**. The different routine packs cater to a specific skin type and the common issues faced by most of us today.

Youth Defense Kit (Advanced anti-ageing care in 3 easy steps)

Cleanser – Creamy Exfoliating Rinse

- Vitamin B3 regulates sebum and lightens skin
- Purple Orchid Extract acts as emollient, bio-protective and anti-ageing agent

Refining Mist (with purple orchid & Japanese cherry)

- Japanese cherry and flower extract acts as moisturizing, soothing and anti-oxidant agent
- Olive leaf extract acts as skin-elasticizing, anti-microbial and anti-ageing agent

Skin Rejuvenating Serum

- MDI/GAG Complex prevents collagen breakdown ensuring younger looking skin
- It penetrates deep into the skin, leading to long-lasting results
- Clinically tested, non-oily formula is safe to use and absorbed easily

Advanced Acne Care

Purifying Cleanser

- Salicylic Acid cleanses pores and prevents pimples. Olive oil derivatives help in conditioning skin and removing residue

Purifying Toner Acne-free

- The non-alcoholic formula gently tones and exfoliates skin. Niacinamide helps clear blemishes

Purifying Spot Corrector

- Zinc Sulfate tightens skin and accelerates healing
- Salicylic Acid & Glycolic Acid reduces the size of the acne

Purifying Nourisher

- Sodium PCA makes skin soft and supple.
- Gentle formula clinically tested for Non-Comedogenicity & Hypoallergenicity

Intense Clarity System

Fairness Cleanser

- Enriched combination of Vitamin B3 and E brightens the skin and AHA moisturizes & rejuvenates the skin
- Unique beads help to exfoliate dead skin cells

Nourishing Day Cream

- Anti-oxidant Vitamin C helps in skin brightening, fights free radicals, and improved skin texture
- UV protection system protects against harmful UV-A, UV-B rays thus protect the skin from UV induced skin dullness

Pigmentation Reducing Complex

- Unique combination of Azelaic Acid & Phytic Acid actively target areas with excess pigmentation
- Visibly reduces dark spots and pigmentation in 2 weeks (basis consumer study)

The Kaya Skin Routines are priced at:

- INR 1890 for the Advanced Acne Care Routine
- INR 1990 for the Intense Clarity System
- INR 2990 for the Youth Defense Kit

The routine packs are available on leading ecommerce portals. Now no longer, can a shortage of time be an excuse for unhealthy skin.

About Kaya:

Marico Kaya Enterprises Ltd. (Kaya), delivers holistic skincare solutions through its range of Kaya Skin Clinics (84 in India and 18 in the Middle East). Kaya, 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 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. For more information visit <http://www.kayaclinic.com>