

Kaya Skin Clinic Launches "How to Look Like a Million Bucks"

A book based on 12 years of medical expertise on everything consumers need to know about skin and hair care

Mumbai, 4th Feb, 2015 - Delivering on its reputation of being India's largest skin-care clinic, Kaya Skin Clinic has launched its first ever skin care and hair care book "*How to Look Like a Million Bucks*" published by Jaico. The book is a definitive guide to skin, body and hair care targeted towards an increasingly conscious Indian audience.

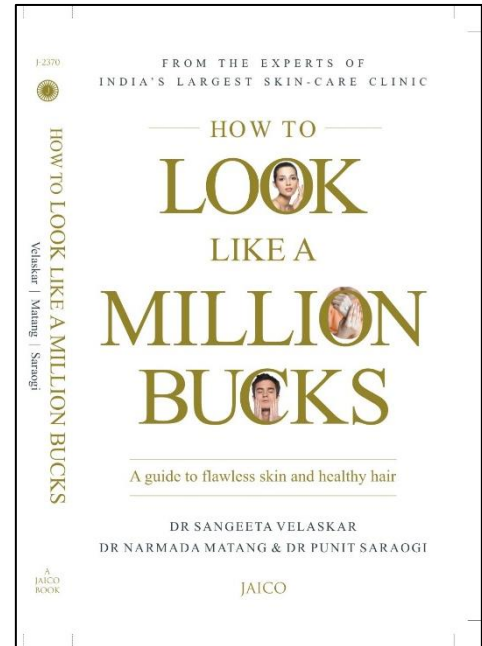
A compilation of the years of rich experience of Kaya's experts in skin care, the book highlights their valued relations with consumers, taking a holistic approach on everything they need to know about skin and hair. It also debunks some of the most widely believed myths about skin & hair in an easy-to-read Q&A format, while staying gender-neutral at the same time as they believe men have become mindful of their skin and hair too.

Commenting on the launch of the book, Dr.Sangeeta Velaskar,

Vice President & Head Medical Services who authored the book said, "Over the years, we have come to realize that there is a lot of scattered information on skin and hair care and that it is too overwhelming for consumers to process. Our aim was to create a one-stop solution for our consumers that would address all these issues and make them feel more confident about themselves. We also ensured we took a conversational format tone – the plan was to demystify, educate and inspire."

Arvind R. P., Vice President & Head - Marketing And Product Retail acknowledged the need for the book saying, "We consider ourselves to be in the business of innovation with advanced services being developed year on year for our growing customers. We feel like this book will only lend further credibility to our reputation of being India's largest skin-care clinic. It also brings to front, our objective to launch the Consumer Education Initiative - a stand we have taken as leaders in our space to provide consumers with skin care solutions from reliable sources backed with years of study."

The book will be available across leading book stores in the country and online channels for INR 350.





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>

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