

## Stop the clock with Kaya's new Youth ExCell range

*Inspired by breakthrough research in plant stem cells*

**Mumbai: February 20, 2015:** Are signs of ageing beginning to rob you off your peace of mind? Do you find wrinkles staring at you in the mirror? Thinning skin, fine lines, age-spots, give away your age and often make you look older than you really are. Don't let ageing skin get the better of you.

The secret of youthful skin lies in the ability of your skin to continuously regenerate itself. And this regenerative capacity depends on the stem cells found in your skin. They are the reservoir for tissue replacement and cell renewal that help your skin to maintain its youth and health. It's imperative to make sure you protect your stem cells from environmental stress and keep them healthy. This, in turn, will give you long-lasting radiance with healthy and younger-looking skin.

Inspired by breakthrough research in plant stem cells, Kaya's **Youth ExCell** skincare range is designed to fight the signs of ageing on your skin right from the root. This advanced skincare range uses the extract of stem cells from the **Argan tree**, which is one of the oldest and rarest plant species in the world. Selected for its exceptional ability to protect and reinforce the regenerative capacity of skin cells, it helps to give you tighter, firmer and deeply rejuvenated skin that glows with a youthful radiance.

This range comprises of three products –

***Derma Stemness Benefactor***, is developed with the help of breakthrough research in Plant Stem Cells and the understanding of their unique ability to regenerate and renew. This rich, velvety cream contains plant stem cells and oil of Argan tree species in the world that helps to stimulate human stem cell growth and offer healthier and younger looking skin. (Price INR 1990 for 50 ML)



***Derma Stemness Reviving Serum*** helps in protecting the skin's regenerative cells. This intense oil – free formula contains Argan Plant Stem cells with advanced liposome technology. This world – class formulation generates deep into the skin layers, thereby resulting in cleaner and youthful radiant skin from within. (Priced at INR 2490 for 30 ml)





**Derma Collagen Intense Solution** contains collagen to lift and tighten the skin. It helps improve skin elasticity to keep moisturized, bright and smooth. (Priced at INR 1990 for 15 ml)

#### **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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