



Exotic Japanese Cherry & Purple Orchids, now in your Skincare Ritual

Kaya presents White Resilience Range with youth renewing extracts

April 9, 2014: While **Cherry Blossom**, Japan's National flower, symbolizes life, bloom of youth, purity & serenity; **Purple Orchids**, highly coveted ornamental plants, represent rarity, luxury & absolute beauty. So, what do you get when you marry these two majestic flowers – a beauty solution that helps you get a radiant and younger looking skin!

This summer, Kaya brings to you **White Resilience**– a range of products that combines the goodness of Purple Orchid and Japanese Cherry. Each product in this range is packed with potent youth renewing extracts to give a soothing and relaxing effect and provide the much needed moisturizing layer the skin requires during summers.

Japanese Cherry, symbolic of life's overwhelming beauty, is also one of the most sought after ingredients in skincare solutions today. The antioxidant and anti-inflammatory properties provides a healthy glow to the skin, leaving it feeling soft, smooth. Purple Orchid on the other hand is also gaining popularity as an ingredient in beauty products for its moisturizing property. It helps fight free radicals, increases skin immunity and reduce the appearance of fine lines. Some of the combined benefits of the range are:

- Gently removes dead skin cells
- Improves skin texture & luminosity
- Reduces dark spots, gives even skin tone
- Reduces fine lines

The White Resilience range comprises of the following products:

- **Creamy Exfoliating Rinse** – A luxurious cream cleanser enriched with botanical extracts of exquisite Purple Orchid and Japanese Cherry along with derma-beads helps gently polish your skin by removing dead skin cells, leaving it feeling fresh, soft and smooth with added luminosity. *Priced at Rs. 590 for 100 ml*
- **Refining Mist** - An alcohol free toner which helps detoxify skin and maintains its natural pH (which is a must for a perfect skin care regimen). This product gives your skin a natural glow and healthy color with regular use. *Priced at Rs. 490 for 100 ml*



- **Overnight Brightening Nourisher** – This light textured cream is formulated using a combination of youth renewing actives and extracts of Purple Orchid & Japanese Cherry. Rich in Vitamin P that helps the skin to repair & renew faster, this product also works at the cellular level to infuse the skin with water, thereby improves elasticity and protects collagen breakdown. With the regular use, the skin will be smooth, radiant and firm. *Priced at Rs. 1590 for 50 ml*
 - **All Day Brightening Cream** - A perfect blend of whitening and youth renewing actives that repair and renew the skin faster. It offers great protection against harsh external elements and fight ageing. *Priced at Rs. 1590 for 50 ml*
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