



## Get Lips like Bips with new and advanced formulae Emami Vasocare

- Four delicious flavours - Strawberry Splash, Classic, Sinful Chocolate and Juicy Orange chap sticks to add glow and keep lips hydrated
- Natural ingredients Aloe Vera, Chamomile and Tulsi will provide moisturizing, soothing, protective quality to the skin

**Kolkata, 5 November, 2012:** Get ready for the winters with Emami's Vasocare Lip moisturiser launched with new and advanced formulae. This advance formulae in Vasocare Lip Moisturizer is five times more effective as it softens lips, seals in moisture, protects from dryness, imparts a glossy shine, relieves and soothes chapped lips.

The Chap Stick will be available in the market in four variants viz. **Strawberry Splash, Classic, Sinful Chocolate and Juicy Orange**. Packed with the natural ingredients **Aloe Vera, Chamomile** and **Tulsi** the product caters to consumers of all ages who seek the natural touch in cosmetics. Bollywood diva Bipasha Basu with her confident and contagious smile, is often seen as an icon is endorsing the lip care range.

Emami Vasocare now provides the herbal power to heal, protect and revitalize the skin from within to ensure 24-hour winter skin-care. The petroleum jelly restores the skin's natural glow and offers a pleasant usage experience with its mild fragrance. The production of the lip care range involves the finest technologies to ensure maximum comfort for the lips.

The Chap Stick will cost Rs. 100 per 4.8g pack.

**Priti Sureka, Director, Emami Ltd** stated "The new advance formulae of Vasocare is committed in bringing the best possible experience to all our consumers who always strives for 'healthy cosmetics'. Taking a note of their requirement we have used Aloe Vera, Chamomile and Tulsi to produce this lip balm. We are expecting the product to be a big hit in the market among all the age group."

### Why lip care?

- Lips have no oil glands so they dry faster and are also the most affected part of the face.
- Highly exposed to dirt and pollution, lips require regular protection, comfort and maintenance.
- During winter the harshness of the elements leaves the skin of the lips cracked, dry and flaky, robbing it off its natural moisture and glow.



### **Health benefits of the ingredients:**

#### **Aloe Vera:**

- Anti inflammatory, soothing, toning, protective and moisturising
- Improves skin regeneration, softens skin, antifungal anti bacterial agent, reverses scarring, natural source of vitamins E, B12 and C.

#### **Chamomile:**

- Soothes inflamed skin and promotes cellular regeneration in dry skin.
- Fights wrinkles, minimizes sun damage, and reduces the redness and discolouration of blotchy skin

#### **Tulsi:**

- Anti inflammatory, anti irritant and soothing
- Ideal for treatment of skin cracks and insect bites. Has mild antiseptic properties and cleanses skin pores from impurities

---

**For further information please contact:**

#### **Emami Ltd**

##### **Mahasweta Sen**

GM-Corporate Communications

Mobile: +91 98362 92392

##### **Pritha Roy Chakrabarti**

Mobile: +91 9903994787

#### **Perfect Relations**

##### **Vinita Singh**

Mobile: +91 9874802522

##### **Shrilanjana Mukherjee**

Mobile: + 9163170601