



Bipasha Basu Endorses Vasocare

Emami as one of the top FMCG companies in the country has now launched its latest range of chap sticks 'Vasocare'. This new lip moisturizer aims to leave no scope for chapped lips for the consumers this winter. Bollywood sensation Bipasha Basu has been roped in to endorse the company's lip care range. Bipasha is extremely well taken among women of all ages making her a true youth icon. Tangy Orange, Yummy Mango, Bubble Gum and Sinful Chocolate are the flavours the product will be available in. This varied range of flavours will help protecting the lips from all types of weather. The product will be available across all cities in India.

Priti Sureka, Director, Emami Ltd. Speaking on the occasion said, "Vasocare is committed in bringing the best possible experience to all our consumers. Over the years we have given patient hearings to feedbacks regarding what kind of moisturizer would work best for the consumer and how. Now, taking a note of their demand we have used Aloe Vera, Chamomile, Tulsi, Olive oil and Wheat germ oil to produce this lip balm." Commenting on Bipasha's association with the brand, Priti Sureka added, "When it came to selecting the right brand ambassador for Vasocare, the choice was unanimous. It had to be Bipasha Basu. She is an irresistible concoction of sophistication, exuberance, seduction and serenity."