



Mumbai beauties sashay down the ramp to impress *BIPS* for the coveted titles of Miss Beautiful Smile and Miss Fresh Face

Bollywood diva Bipasha Basu judges the dual beauty pageant by two Emami brands Emami Vasocare Herbal Lip Balm and BoroPlus Anti-Pollution Daily Face Wash

Mumbai, 22nd December, 2013: Bipasha Basu, the gorgeous actor & brand ambassador for **Emami Vasocare Herbal Lip Balm** and **BoroPlus Anti Pollution Daily Face Wash** selected Mumbai beauties Daksha, Ruchi and Geeta for Vasocare Lip Balm, 'Miss Beautiful Smile' and Sanaa for BoroPlus Anti Pollution Facewash, 'Miss Fresh Face' as the beauty queens in their respective categories in the Grand Finale of **Emami Vasocare Herbal Lip Balm 'Miss Beautiful Smile of the day'** and **BoroPlus Anti Pollution Daily Face Wash 'Miss Fresh Face of the day'** Contests at High Street Phoenix today.

A two-day contest undertaken at the mall premises witnessed an assemblage of women aspiring to top the respective beauty pageants. The theme of the **BoroPlus Anti Pollution Daily Face Wash 'Miss Fresh Face of the day'** revolved around *"Pollution Ka Solution."* Even as the participating contestants strutted down the aisle with confidence and ease, their views on obliteration of social evils took centrestage. The contestants who enlisted their names were asked to offer solutions for prevalent issues of social pollution e.g. child trafficking, eve-teasing, corruption, glass ceiling in office etc. After a two-day selection exercise, five women were shortlisted to hit the ramp. The winner was adjudged not only on the basis of beauty parameters—her prompt and thought-provoking solutions to incendiary social problems brought her into the winning spotlight.

The Emami **Vasocare Herbal Lip Balm 'Miss Beautiful Smile of the Day'**, which ran simultaneously, took up *"Lovely Lips for Beautiful Smile"* as the theme. The theme was in accordance with the herbal attributes of Vasocare Herbal Lip Balm which gives complete care and protection to lips. Rounds of applause greeted the contestants as they posed with Vasocare Herbal Lip Balm emulating brand ambassador Bipasha Basu. A flurry of fun-contests like creating smiling faces in jigsaw puzzle, choosing smiley balls etc also kept the participants and spectators delightfully engaged.

"A radiant face and a beautiful smile can work wonders. My suggestion to these young girls would be to ward off the effects of pollution in a natural way. BoroPlus Anti Pollution Daily Face Wash does that effectively. The secret to beautiful smile are healthy and well-groomed lips. Enriched with the goodness of Aloe Vera, Tulsi and Chamomile, Emami Vasocare Herbal Lip Balm heals chapped lips, keeping it smooth and well-moisturized." said **Bipasha Basu** at the event.



Speaking on this occasion, **Ms. Priti Sureka, Director, Emami Limited** said, “It is important for all of us to feel good from within. The effects of pollution and other environmental conditions are so harsh at times that our skin tends to look dull, lifeless and our lips get under-nourished. Herbs derived from nature replenish and restore these imbalances and bring back the glow from within. Both **BoroPlus Anti-pollution Daily Face Wash** and **Emami Vasocare Herbal Lip Balm** are endowed with the goodness of herbs selected and optimized to offer results. Emami as a company has always believed in *making people healthy & beautiful, naturally*. Fortified with the goodness of nature, our brands aspire to see the entire generation of women stepping out daily into the outer world with greater self-confidence.”

Emami Vasocare Herbal Lip Balm blends the curative, protective and nurturing properties of Aloe Vera, Tulsi and Chamomile in a unique herbal formula. It is for complete care and protection of lips. The product is delicately fragranced for a pampered feel. Vasocare range of lip balm has 3 variants – Original, Tangy Citrus and Fusion Bubble Gum.

The BoroPlus Anti Pollution Daily Face Wash Range empowered by the anti oxidant properties of exotic ingredients like Grapes and Green Tea and the technology of Nature Shield Complex™ fights off the ill effects of pollution not only through deep skin cleansing but also by penetrating into the deep layers of the skin thus repairing the damage- so that the skin’s moisture gets balanced thus restoring radiance and health.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami’s portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami’s global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami’s products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India’s largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world’s 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India’s largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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