



Emami introduces attractive summer care combo package to decode seasonal hair and skin problems

Kolkata, May 27 , 2015: Frizzy and weak tresses can give you midsummer nightmares and result in hair fall. Skin issues can also be annoying during this time of the year. But with Emami's summer care combo package comprising 100 ML of **Emami 7 Oils in One** damage control hair oil with a free 20 gm **Navratna Cool Talc** up for grabs, you need not care about the harsh effects of the scorching summer sun.

Emami 7 Oils in One damage control hair oil:

Along with adaptation to new summer hair styles, it is equally important to keep hair well-nourished and let the cells breathe with the usage of right hair care products and adequate UV protection. Be it day-to-day travel to office or summer beach parties, who wants to have lifeless, tousled hair that ultimately results in hairfall? Harsh Indian summers and high humidity in the air weakens the hair from its roots and increases hair fall woes. Give your tresses the advanced nourishment of Emami 7 Oils in One which is enriched with the power dose of proteins, vitamins and minerals derived from the potent combination of almond, coconut, amla, argan, ~~and~~ olive, walnut and jojoba oils. The oil also has 7 herbal aushad complex, which is an amalgamation of 7 herbs namely Brahmi, Arnica, Henna, Lata Kasturi, Meethi, Bhringraj and Japa. With Emami 7 Oils in One, these oils have been blended and bottled for the first time in the form of a single regimen- a breakthrough in hair oils for total damage control of your mane—from controlling hair fall upto 96%, repairing hair damage to replenishing lost nutrients—thus making the hair upto 20X stronger.

Navratna Cool Talc:

With acne, heat rash and sweat becoming common skin problems during the summer season, a dab of Navratna Cool Talc helps the skin feel fresh and soft. Whatever be the summer skin care regime, it is of utmost priority to help the skin breathe and prevent the cells from damage. Every day pollution (grime, dust, smoke, fumes, air, water, sun) damages the skin, robbing it of its vitality and radiance, disturbing its moisture and PH level resulting in dry, lifeless and acne prone skin. Navratna Cool Talc empowered with the unique blend of mint and camphor with the goodness of essential herbs, renders the desired cooling effect, while the cool aroma revitalizes the senses and keeps one vibrant and fresh throughout the day.

Hot pick: Take home a complimentary 20 g bottle of Navratna Cool Talc with 100ml Emami 7 Oils in One damage control hair oil bottle for Rs 58



About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.10,000 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 Sona Chandi Chyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 32 lakh retail outlets across India through its network of 2800 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 17% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Kangana Ranaut, Yami Gautam, Shruti Haasan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It also has significant presence with leadership positions in diversified industries such as Newsprint - Emami Paper Mills, India's largest paper manufacturer; Bio Diesel and Edible Oil - Emami Agrotech Ltd (Formerly known as Emami Biotech Ltd) , largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail –Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit www.emamilttd.in and www.zanduayurveda.com for further information.

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