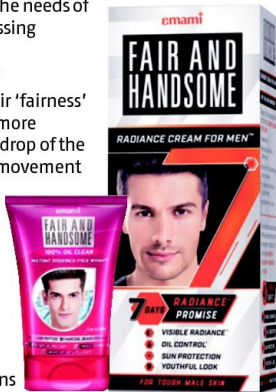


News monitored for: Emami Group

Emami keeps Fair and Handsome, for now

WHAT LED TO THE CHANGE

- Comes months after Emami locked horns with HUL over the use of Glow & Handsome
- Says it was an endeavor to keep the brand in-sync with the needs of consumers by addressing concerns with an appropriate promise
- FMCGs redefined their 'fairness' offerings to make it more inclusive in the backdrop of the "BlackLivesMatter" movement
- In July, HUL renamed its skincare brand Fair & Lovely as Glow & Lovely
- The new packaging bears the 'radiance' proposition and shuns the 'before and after' impressions



Not a skin-deep change as 'category creator' comes riding on the promise of 'radiance'

ISHITA AYAN DUTT
Kolkata, 23 November

Emami has relaunched its Fair and

Handsome range with a twist: the proposition for the men's grooming products has been changed from "fairness" to "radiance".

The relaunch comes months after Emami locked horns with fast-moving consumer goods (FMCG) giant Hindustan Unilever (HUL) over the use of Glow & Handsome brand name for its men's skincare range.

Emami said it was an endeavour to keep the brand in sync with the latest needs of consumers by addressing concerns with an appropriate promise.

"Today's consumers are looking for fairness-plus benefits. Our latest research showed that in addition to the lack of radiance on the face, consumers were also looking for solutions to prevent dull looking skin, dark

spots/circles, etc.," said a spokesperson for Emami. The new packaging bears the 'radiance' proposition and shuns the 'before and after' impressions to reflect a transition from 'dark to light' skin tone.

Over the past few months, FMCG companies redefined their 'fairness' offerings to make them more inclusive in the backdrop of the global BlackLivesMatter movement.

In July, HUL renamed its popular skincare brand Fair & Lovely as Glow & Lovely and rebranded the men's skincare range as Glow & Handsome. That sparked a legal battle, as Emami also claimed ownership of the trademark. However, the Bombay High Court restrained Emami from using Glow & Handsome in a temporary court order.

Emami didn't want to comment on the case since it was still sub-judice. But the company said it was one of the first to proactively initiate the makeover.

"Our radiance packs were in the market around June itself before competition started reacting to social media chatter," added the spokesperson for Emami.

Further, the spokesperson said its Fair and Handsome Radiance Cream for Men now has a 'seven-day radiance promise', which offers key benefits like sun protection, oil control, and a 'youthful' look. "We thoroughly tested various options and found radiance as a good substitute for capturing these fairness-plus benefits," said the spokesperson, adding, "radiance" is also more masculine (as opposed to 'glow').

A change in brand name would have had major implications for the Fair and Handsome brand. The size of the brand is ₹280 crore, according to moving annual total (December 2019 Nielsen), said sources. Though not one of its biggest brands, Fair and Handsome was launched by Emami in 2005 and became a category creator.

Even among non-users, the brand name evokes strong brand recall and goodwill, the company pointed out. "As of now, we continue to target new consumers, consumer segments, and address new-age benefits while retaining the brand name," the company spokesperson added.