



## EMAMI INTRODUCES FAIR AND HANDSOME LASER 12

*The most advanced and premium whitening face cream for men with  
12 power benefits*

*Super Star Hrithik Roshan to endorse Fair and Handsome Laser 12*

**Kolkata, August 28, 2017:** Fair and Handsome, one of India's most trusted Brands in men's grooming, has stormed the market with its ground-breaking innovation – **Fair and Handsome Laser 12** – A premium Advanced Whitening and Multi – Benefit Cream for Men.

The pioneering formulation is specially designed for men's tough skin and has a unique **Laser Action technology** that helps transform the face by delivering 12 powerful benefits, making men look their handsome best!

It is targeted towards young professionals, who desire to look their best, aspire a successful career and appreciate the premium aspects in life. It caters to the multiple grooming needs of the man, who does not have the patience or the time to use multiple products. Fair and Handsome Laser 12 is hence the ultimate answer to address a man's facial grooming requirements. The product is built on a unique technology that combines PRECISE, POWERFUL systems – Advanced Whitening Complex, Advanced Rejuvenation Complex and Skin Refinement Complex- which transform the face. It starts action in 10 seconds and keeps working on and on over 6 weeks.

One of Bollywood's most Handsome Superstars- **Hrithik Roshan**, who endorses Fair and Handsome Instant Fairness Face Wash, will also be endorsing the new Fair and Handsome Laser 12. Bollywood Badshah, **Shah Rukh Khan** continues to be the face of the master Brand, Fair and Handsome Fairness Cream.

Speaking on the launch, **Mr. Mohan Goenka, Director, Emami Limited** said, "*Fair and Handsome, over the last 12 years, has earned consumer trust through its strong consumer pulse and development of products relevant to the ever-evolving Indian man and his needs. With Fair and Handsome Laser 12, we have endeavored to address the needs of the young professional who is demanding and has multiple needs on his face. The advanced product has been developed in collaboration with technology leaders, delivering a transformation of the face. We are confident that men will like it.*"

### Fair and Handsome Laser 12 POWER BENEFITS

**Product works from the 10<sup>th</sup> second  
and keeps working on and on**

#### 10 SECONDS

1. Instant Brighter Look
2. Uniform Matte Finish

#### 01 MINUTE

1. Revitalized Fresh Skin
2. Moisturisation

#### 08 HOURS

1. Oil- Free Look
2. Radiant Fairness
3. Non-sticky Feel

#### 04 WEEKS

1. Spot-Less Appearance
2. Tan – Free Look
3. Refined Skin Texture

#### 06 WEEKS

1. Reduced Marks and Blemishes
2. Even Tone



Fair and Handsome created history when it created the Men's Fairness Cream category in India in 2005 with its unique mix and positioning. The brand has enjoyed strong consumer trust and confidence over all these years, and continues to be the dominant market leader with 65% share in the category. The Brand has had a successful innovation journey by keeping a close watch on evolving consumer needs. Fair and Handsome Face Washes launched in 2014 and Fair and Handsome Complete Winter Solution launched in 2015, have resonated well with consumers.

The all new Fair and Handsome Laser 12 cream comes in an international standard pack in a very attractive combination of black and gold. It is available nationally in pack sizes of 15 gm, 30 gm and 60 gm at price points of Rs 55, Rs 125 and Rs 225 respectively.



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#### **About Emami Ltd**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

Please visit [www.emamltd.in](http://www.emamltd.in) for further information.

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