

## **CavinKare's Spinz Launches Three New Variants of its Signature BB Pro Face Cream; Rolls Out a Captivating TVC - *Beautiful is Everyday***

- *The newly launched BB Pro Cream brings variants in shades of Beige, Amber and Gold and is curated with care to suit the diverse Indian skin tones*
- *The 360 degree campaign is designed to highlight the ease of use of Spinz BB Pro Face Cream to help enhance one's beauty by giving them a makeup-like finish in no time*

**National, 15th May 2023:** Spinz - the flagship skincare brand from the house of FMCG major - CavinKare today announced the launch of three new variants of its signature BB Pro Face Cream - Beige, Amber and Gold. In support of the new product launch, the brand has also rolled out a captivating 360-degree marketing campaign themed - ***Beautiful is Everyday***. The brand has unveiled a new TV Commercial which aims to challenge the stereotypes around women and make-up.

**YouTube link:** <https://youtu.be/Jiwce9B4txs>

Captured through a fun banter between colleagues in a modern office setup, the TV commercial highlights the BB Pro cream being an all-in-one-daily BB cream owing to its ease of application in everyday life; which can help enhance one's beauty by giving them a makeup-like finish with no make-up in no-time. The commercial also touches upon an element of celebrating the everyday beauty of women and promotes the idea that beauty is not just about special occasions but something that can be celebrated every day.

Commenting on the occasion, **Mr Rajat Nanda, Business Head – Personal Care, CavinKare**, said, *"Innovation is in our DNA and we always innovate to offer consumers the best of the best products in the market at an affordable price point. Our aim has always been to provide our customers with affordable and innovative skincare solutions that cater to their specific needs. With these new variants, we are expanding our range to cater to a diverse range of Indian skin tones. We are confident that our customers will love these new products and the "Beautiful is Everyday" campaign will truly resonate with them."*

Spinz BB PRO face cream is an All-in-One daily use BB cream with a special silky smooth formula that gives you instant brightness, covers dark spots, gives you sun protection (SPF 20 PA++), leaving your skin soft and smooth. The product is available across modern trade outlets, general trade outlets, e-commerce sites and neighborhood stores in (4g @ Rs.10, 15g @ Rs.72, 29g @ Rs 130)

**About Spinz:** When the World Cup Cricket fervour reached fever pitch in 1996, it was not just the men who were having fun. In the offices of CavinKare, an exciting new range of deodorants and talcs for women were taking form. Inspired by spin bowling, the range was called 'Spinz' and was launched in the markets in 1997. The brand has products catering to the skin care needs of today's consumer through its flagship products Spinz BB Cream, Spinz Talc, Spinz Deo and Spinz range of perfumes. The brand has also stood testimony for introducing many path breaking innovations in the beauty segment. One of the significant innovations introduced by CavinKare under the brand Spinz is India's first ever BB Talcum powder.



**About CavinKare Pvt. Ltd:** CavinKare is a diversified FMCG major with a business interest in Personal Care, Professional Care, Dairy, Snacks, Foods, Beverages & Salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness Creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy(Cavin's), and Beauty Salons (Green Trends & Limelite). Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. Most of the brands are clear winners in their respective product categories. A dedicated R & D center equipped with the latest equipment and technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive edge with a sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare's success is based on it being firmly grounded in its corporate mission 'We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.