

## Enjoy hassle-free beauty on the go with new range of Kara Nail Polish Remover Wipes

*Wipes are dermatologically tested and are free from Acetone, Toluene, Alcohol and Paraben to provide healthy glowing nails*

**National, May 2017:** ‘Kara’ the personal hygiene brand from Future Consumer Limited (FCL), India’s 1<sup>st</sup> sourcing-to-supermarket company by Future Group launches ‘Kara Nail Polish Remover Wipes’ in four variants of refreshing lemon, aromatic rose, fruity strawberry and orange. Extremely convenient and easy to use, Kara nail polish remover wipes eliminates the tedious process of cleaning nails with chemical based acetone and cotton balls.

Dermatologically tested these wipes are manufactured using viscose fibre which is 100% natural, soft, pure and comes with high moisture absorption capacity. Adding to its features, the nail polish remover wipes contain natural olive oil enriched with vitamin –E that prevents drying of nails and skin surrounding nails. The wipes are effective and can easily remove the darkest of shades plus moisturize the skin and nails, thus preventing chipping nails and peeling cuticles. Making it a one stop solution for healthy glowing nails, the wipes are free from Acetone, Toluene, Alcohol and Paraben.

Speaking about the new range of Kara Nail Polish Remover Wipes, **Mr. Keshav Biyani, Head – Home and Personal Care, Future Consumer Limited** says, “Our new range of Kara wipes are created to meet the growing need in changing lifestyle which is, ‘staying beautiful on the go’. Today, consumers understand the importance of using products that are chemical free and prefer brands that are manufactured with natural ingredients. We plan to launch many such innovative and easy to use products that can be used on the go and hope that this new product is favoured by our consumers.”

Each pack of Kara Nail Polish Remover Wipes contains 30 wipes and one wipe can clean up to 10 nails. Priced at INR 100 these wipes are available at Big bazaar, Easy day, Nilgiris, Heritage, Star bazaar outlets, ecommerce sites and popular general stores across the country.

### **ABOUT KARA**

Kara (means pure and unblemished) is a natural ingredient based specialist wet wipes brand by Future Consumer Limited. The brand stands for innocence, naivety and candidness. Each Kara Wipe is made by blending water and skin friendly natural ingredients with a precise functionality that results in a distinctly superior product experience on





application. Kara wipes are dermatologically tested, pure, soft and have high moisture absorption capacity, manufactured using viscose fibre which is 100% natural. They are hygienic, skin-friendly and do not leave lint on the skin.

### **ABOUT FUTURE CONSUMER LIMITED (FCL)**

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

### **FOR MORE INFORMATION, CONTACT:**

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