

## This summer replace your sunscreen lotions with easy to use Kara Sunscreen Wipes

**National, 2<sup>nd</sup> May 2017:** Kara Wipes, popular skin care brand from Future Consumer Limited presents Kara Sunscreen Wipes packed with SPF 20. Enriched with natural goodness of Plum and Aloe Vera, these wipes protect your skin from harmful UVB rays and at the same time helps clear lifeless pores, dead skin cells and slows down skin ageing.

Unlike the sunscreen lotions that are sticky and inconvenient to use, Kara sunscreen wipes are refreshing and can be used on the go. The wipes are extremely easy to use and are made using viscose fibre which is 100% natural, soft, pure and comes with high moisture absorption capacity.



Commenting about the product, **Mr. Keshav Biyani, Head – Home and Personal Care, Future Consumer Limited** says, *“In this fast moving lifestyle where people prefer ready to cook products, one has to be innovative and offer the best and latest to their consumers. Kara Sunscreen Wipes is a fine example of how innovation can replace the use of oily sunscreen lotions and at the same time be extremely user friendly. In addition to this, we plan to launch many such easy to use products that will help one stay beautiful on the go.”*

Kara Sunscreen Skincare Wipes come in 2 sizes, pack of 10 wipes priced at INR 80 and pack of 30 wipes (lid applicator) priced at INR 200. These wipes are available at Big bazaar, Star Bazaar, Nilgiris, Easy Day, Hypercity, Walmart, Heritage and E-commerce sites such as Amazon and Nykaa.

### **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).