

Think Skin launches exotic body washes at the price of a soap

National, 12th February 2018: Future Consumer, the new age FMCG Company by Future Group introduces, 'Think Skin' a contemporary personal care brand. Think Skin will offer trendy bath products that aims to influence the bathing rituals of Indian consumers. The current product range includes refreshing body washes available in five variants like Aqua Splash, Active Sports, Wild Rose, Sandal Clear and Lemon Fresh available at the price of a soap, starting from Rs. 39 to Rs. 79 only.

Think Skin body washes are available in extremely convenient 100 ml small packs, as well as large packs of 250 ml. Think Skin body washes are mild cleaners and are free from carcinogenic chemicals like Paraben. The products are infused with natural ingredients like sandal wood, lemon, rose and aqua minerals which help in nourishing and moisturising the skin. Think Skin body washes require less usage of water while bathing in contrast to other products. The body washes give a long lasting fragrance, makes the skin soft and hydrated.

Speaking about the new brand, **Mr. Keshav Biyani, Head – Home and Personal Care, Future Consumer Limited** says, "At FCL, we want to offer innovative products that a new age consumer needs. Over the years, consumers have gradually understood the benefits of using shampoo over soap. Likewise, with Think Skin we want to play an important role in influencing the bathing ritual in India with body washes. In comparison to soaps, body washes are perceived as an expensive product. However, our range of body washes negates this important aspect by offering the best body washes at the price of a soap."

The products can be purchased from Big Bazaar, Big Bazaar GenNXT, Nilgiris, Heritage and EasyDay stores in the country.

ABOUT THINK SKIN

Think Skin is a contemporary and quirky brand in the body wash category. Priced at the rate of a soap, Think Skin primarily aims to change India's bathing ritual and encourage consumers to upgrade from soap. Think Skin aims to democratize the use of body wash as the primary bathing product by highlighting the benefits of using a body wash over a soap and making the product affordable to everyone with aggressive pricing.

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

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