

# British Cosmetics Unveils Lakmé Reinvent In Sri Lanka



Skin and beauty care product distributor British Cosmetics has partnered with Hindustan Unilever to offer Lakmé Reinvent, India's largest colour cosmetics range, in Sri Lanka. The portfolio includes its two premium product ranges Lakmé Absolute and Lakmé 9 to 5 and also the classic range. Lakmé fits into British Cosmetics' expansive collection of brands, due to its trademark of being trendy, innovative, cutting-edge, and most importantly, of understanding the modern woman. The brand has built an international image and strong legacy not second to European brands, while its Asian origins provide a range of cosmetics that appreciates Sri Lankan women.

British Cosmetics believes Lakmé's premium range Lakmé Absolute and the new high-performance makeup range Lakmé 9 to 5 will reinvent the Sri Lankan beauty and style industry by catering to a growing need for high-quality revolutionary

beauty care products that suit Sri Lankan skin types. Lakmé Absolute is a superior-finish range of backstage professional makeup lasting up to 16 hours that is endorsed by Bollywood celebrity Karina Kapoor. Lip Pout, Sculpt Studio Hi-Definition Matte Lipstick, Gel Stylist and Gel Addict Eyeliner are some of the key products of the Lakmé Absolute range. The long-wear makeup range Lakmé 9 to 5 provides an impeccably-styled look for professional women in the limelight and comes with the promise of no touch-ups for hours. The range that provides a hassle-free transition from the office to party includes 9 To 5 Weightless, Lakmé Eyeconic Kohl - Shades and Lakmé 9 To 5 Crease-Less Lipsticks. Lakmé has already been recognised as the most trusted colour cosmetics brand, with accolades from the Elle Beauty Awards 2014, and 15 awards from the National Awards for Excellence in Packaging, INDIASTAR 2012. "Makeup is all about women wanting to look beautiful, gain confidence and stand out. Lakmé is a brand that would give the discerning woman the edge she wants by enhancing her true beauty. We have only just begun our journey with this exciting range of international products and will explore the industry by opening more Lakmé flagship stores in the country," said Nirosha Jagodaarachchi, director/technical manager of British Cosmetics. The appointment of British Cosmetics as the sole distributor of Lakmé in Sri Lanka by Hindustan Unilever resonates the company's strong presence in the local market.

With the official launch of Lakmé Reinvent in Sri Lanka, customers will be able to access the Lakmé classic range island-wide, while the premium range Lakmé Absolute and Lakmé 9 to 5 will be available at leading supermarkets, renowned beauty care product outlets and British Cosmetics showrooms.

