

# **Veet revealed in Sri Lanka**



Anarkali Aakarsha at the launch.

Reckitt Benckiser {Lanka} Limited introduced Veet depilatory products in Sri Lanka at a star-studded launch in December 2005. The glamorous event saw a guest appearance by popular Sri Lankan actress Anarkali Akarsha, the ambassador for Veet in Sri Lanka.

Originating from France and with a history of 80 years, Veet is a specialist hair removal product sold in over 50 countries worldwide. Veet, a power brand for the multinational Reckitt Benckiser, is certified by the British Skin Foundation.

Containing active ingredients like almond milk and silk extracts to ensure soft, smooth skin, Veet has been launched in two variants – for sensitive skin and for normal skin. Veet's action of dissolving each hair at the root whilst also moisturizing, prevents irritation and the regrowth is finer, slower and stubble free. The product is also very easy to use.

Bertram Paul, Head of Marketing, Reckitt Benckiser {Lanka}, stated, "Our research reveals that 95% of our target market comprising urban women in the higher socioeconomic classes, practice some form of depilation. Therefore with a superior

product offering that is convenient, good for the skin and that gives them the benefit of smoother skin for longer, we are confident that we will be able to replicate in Sri Lanka the global success that we have had with Veet."

"Veet will be distributed islandwide and will be backed by a high intensity advertising and promotional campaign'; stated Bishma Weeraman, Assistant Brand Manager for Veet in Sri Lanka.