

# DERMAFIQUE

cell by cell

## ITC Dermafique Forays into the Personal Wash Category

*Introduces Dermafique **Body Washes with NMF technology**; brings in expert skincare benefits in the personal wash category*



**National, 22<sup>nd</sup> May 2023:** ITC Dermafique is an Intelligent Skin Care System with skin solutions that are co-created with dermatologists and are tested on Indian Skin. ITC Dermafique demonstrates the belief that great skin is built cell by cell and step by step, by adopting the right skin care regimen, personalized & chosen for one's unique skin needs. **Dermafique is now leveraging this expertise in skincare to develop and launch its range of Shower Gels and Body Washes.** The products have a skin friendly PH and are clinically tested to be suitable for Sensitive skin as well. Dermafique range of body washes comes with the unique Natural Moisturizing Factor (NMF) technology and are designed to hydrate, moisturize and soothe skin. They are No Paraben and No SLS/SLES products. In addition, the fragrance has no known allergens and is designed with Malodour Counteraction Technology.

Commenting on this new launch, **Sameer Satpathy, Divisional Chief Executive, Personal Care Products Business, ITC Limited, said,** "Dermafique bodywash is powered by the innovative NMF technology which has been developed by our scientists at the ITC Lifesciences & technology center. It has a skin friendly

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pH and is designed for consumers with sensitive skin. I am confident that our consumers will really appreciate and enjoy using this unique product.”

**Dr. Aparna Santhanam, renowned Dermatologist and Dermafique Skin Expert**, states, “It is important to use products that are specifically formulated for your skin type. Using a regular body wash or bar soap may strip the skin of its natural oils and disrupt the skin barrier. The Natural Moisturising Factor (NMF) Technology helps retain the natural moisture of the skin, keeping it hydrated and nourished.”

This new range of Body washes have ingredients like Seaweed extracts & Hyaluronic Acid (Aqua Cloud Shower Gel) and Chamomile & Vitamin E (Hydra Soft Body Wash). The products provide 24 Hour Hydration along with a visibly radiant skin. They have a Skin Friendly pH, making it a good match for a quick shower before a long day.

Both the Dermafique Body washes are available across all leading E-Commerce platforms and Dermafique’s D2C website - Dermafique.com at INR 749/- for 500ml.

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