



Lakmé Salon Marks a New Benchmark in Beauty Services with Lakmé Studio

Premium Lakmé Studio now at Vasant Vihar

Delhi, August 18, 2009 - Lakmé Salon, expert in beauty services, launched a first of its kind premium **Lakmé Studio in the capital, at Basant Lok, Vasant Vihar today**. It comes with an array of new services and a delightful experience, bringing the finest skin experts and hair designers including Manish Malkotia and Jatin Kapoor. Spacious with special arenas dedicated to the services offered, entering the domain of avant-garde, the launch also saw exclusive beauty services like innovative nail services and a dedicated bridal section.

'Canvas of Change' an inspiring initiative at the launch, saw a wall of impressions inscribed by celebrities and renowned personalities penning their 'experience of change' with a palette of vibrant Lakmé cosmetics. It also saw the unveiling of the interactive art canvas in a unique performance by Victoria, a famous Russian artist who fuses the art forms of dancing and painting.

With a vision to be the ultimate destination salon for women, Lakmé Studio promises a complete and a pleasurable experience. From the welcome to the au revoir, it is truly a transformational journey!

Sharing his thoughts on the new launch, **Mr. Anil Chopra, Chief Executive Officer, Lakmé Lever Pvt Ltd** said "The Lakmé Studio reiterates Lakmé's belief and commitment towards offering a holistic beauty experience encompassing a wide range of high quality beauty products and professional services by the finest beauty and hair experts. With Lakmé Studio, we partner the new age Indian women to realize her individual creative expression of beauty. An unparalleled, exclusive experience of services delivered with expertise is our promise".

Adding on to this, Shilpa Sinha, Chief Marketing Officer, Lakmé Lever Pvt. Ltd. said "In line with the excellent quality of services, Lakmé Studio now offers a brand new look and feel. **The new uniforms created exclusively for Lakmé Studio by designer Hemant Sagar adds to the entire experience.** Our design inspiration to create a new dynamic representation of the global Indian woman was rooted in the 'mandala' concept which represents wholeness. The geometry of the mandala, the order and the symmetry resonates with energy. We have also tied up with Nail Spa, that uses the latest nail technology from USA to bring a bouquet of exciting services like nail extensions and nail art. Lakmé Studio will now set a new code of relationship with our customers, professional yet warm and truly personalized. I am sure that the contemporary Indian women in Delhi will be elated to now have the choice of a world class salon experience in her city!"

**About Lakmé Salon:**

Lakmé Salon has a range of the latest beauty and grooming services in the areas of hair styling, skin care, beauty and nail services. The services include specialized services for skin (facials), hair (colorings, cuts, styles, perms etc), hands and feet (advanced manicures and pedicures) as well as essential beauty services (waxing, pedicures and manicures). Addition to these services, it now also offers newly launched nail services that include nail art and nail extensions (Acrylic and gel based).

Lakmé Salon today has a presence at 125 premium locations in 34 cities. The salon offers a differentiated experience, delighting women by its expertise through professionally trained beauty experts.

About Hindustan Unilever Limited

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