

Lush Plays "Cupid" this Valentines!!

Lush Cosmetics reveals its Valentines collection

Mumbai, Maha, IND, 2008-01-11 20:30:00 (IndiaPRwire.com)

This Valentine pamper your beloved as **Lush** introduces especially designed cosmetic range to soothe your senses in the aroma of freshness. Entice attention of your loved ones this valentine with **LUSH's** handmade cosmetics!

Lush Cosmetics offers the perfect blend of ingredients from the nature's basket leaving your skin lovable and baby soft.

The LUSH range promises to be alluring, bit naughty and very much caring. Mentioned below is the description of the tempting product range.

1] Soft Coeur:

The honey toffee bar with a soft core The Soft Coeur was designed by for a romantic tryst. It got its name because it's got a chocolate and honey soft centre which you can melt and smooth all over your lover's body to make him or her extra tasty. Helen wanted to call it Soft Centre, then it morphed into Soft Core before metamorphosing into Soft Coeur to which Mark added The Honeymooner, because it's made with honey and suitable for honeymoons. You will be delighted to hear that it's good for your skin as well as your relationship. Soft Coeur

Ingredients: Cocoa Butter (Theobroma cacao), Shea Butter (Butyrospermum parkii), Honey (Mel), Cocoa Powder (Theobroma cacao), Perfume, Almond Oil (Prunus dulcis), Glycerine, Sweet Orange Oil (Citrus dulcis), Bergamot Oil (Citrus bergamia), *Limonene, *Linalool, Benzyl Benzoate.

2] Tisty Tosty:

The fragrant rose (not to be confused with those huge, fluffy things with no scent) is surrounded with mystery and legend; it is said to have come from the Great Garden of ancient Persia; Cleopatra is rumoured to have seduced Anthony with it. Rose perfume is said to ease tension and stress and to give people happy, positive feelings (which is probably why it worked for Cleopatra). You'll smell the real rose absolute in Tisty Tosty as soon as it hits the water. Give one away to someone you love and use one on yourself; either way the Tisty Tosty works its magic spell.

Ingredients: Sodium Bicarbonate, Citric Acid, Seven Rosebuds (Rosa centifolia), Rose Absolute (Rosa centifolia), Orris Root Powder (Iris florentina), Perfume

3] Play your cards right:

A new massage bar, especially designed for a playful Valentine's Day, made with softening cocoa butter and shea butter to moisturise and scented with the evocative Sex Bomb fragrance, a blend of the most potent aphrodisiacs around - jasmine absolute; clary sage and ylang ylang. All warming to the emotions and seductive to the senses … play your cards right with this little trick and you'll be sure to bring the house down!

Enjoy the luxury of being loved on a playful Valentines Day with LUSH.

LUSH entered the Indian market through Amaltas Retail Private Limited, a company promoted by Mrs. Sangeeta H Kamath and Mr. Harish B Kamath. On representing the brand LUSH exclusively in India, Mrs Sangeeta H Kamath, Director says *'We at Amaltas are proud to bring in such a brand to India…; Lush represents and captures the essence of contemporary new lifestyle. It is positioned to attract a broader range of consumers and build stronger brand awareness while giving customers a wider product base to choose from….'*

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About Amaltas Retail Private Limited

AMALTAS Retail Private limited, a company promoted by Mrs. Sangeeta H Kamath and Mr. Harish B Kamath, represents several English brands for the Indian Market in the area of fresh hand made cosmetics, watches, jewellery & fashion accessories.

Their business focus over two decades has mainly been on manufacturing, marketing & distributing. Retail, Exports and Servicing of global standards under the skilful guidance of **Mr.Harish B Kamath** - Managing Director of Amaltas Retail Pvt Ltd and **Mrs. Sangeeta H Kamath**, Director of the company.

LUSH opened its first boutique at The Forum, Koramangala Bangalore, in May 2004 to retail Lush products in India. The response from the first store being excellent, they opened another store in Bangalore. Since then Amaltas has started laying the foundation, stratigically, to open 22 stores in the upcoming one year in all major Metros and 'A' Class cities covering the whole Indian market.

Places, where the company has already set the ball rolling are Delhi, Gurgoan, Ahmedabad, Mumbai, Kolkata, Aurangabad, Baroda, Mangalore etc. Amaltas has a vision of opening 70 LUSH stores in India within a span of the next 3 years.

Adds Sangeeta H Kamath, Director of Amaltas Retail Pvt Ltd…; *'Our Aim...is to bring the best of the world to our country- Helping People live comfortably and stylishly by using our products…;Our aim and objective captures the very essence of who we are. Everything we do flows from that core objective. We just don't happen to be a business that sells fresh handmade cosmetic products, imitation jewellery and stylish watches & fashion accessories - it's what we're all about. Our vision is about delighting clients and making sure that style never goes out of fashion….'*

For more information, Please contact:

Gunjan Wathodkar

Associate - Percept Profile

022 30408800

022 24985793

You can also visit www.perceptprofile.com for more information.