

VLCC introduces breakthrough "Cosme-Dermat" treatments in Pune

Highlights Pune as a key market for business growth

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VLCC, a category leader in wellness domain with a strong global vision today announced the launch of internationally acclaimed skin treatments in India called '**Cosme Dermat.**' Expected to spark a revolution in the industry, these treatments have seen international success in the past and are being introduced to the Indian shores for the first time by VLCC. The launch was announced amidst much enthusiasm and saw the presence of Ms. Vandana Luthra, Founder & Mentor, VLCC Group who showcased the visible effects of the treatment on a client at the VLCC Center at Aundh, Pune.

Synonymous to its name, the treatment employs the synergies of Cosmetology, Dermatology, Pharmacology and Chemical Sciences, thereby being a perfect antidote for skin rejuvenation. The Cosme Dermat treatments have been meticulously researched and showcase results post the very first session, thus promising to be cost effective for the customers. The first phase of the launch will witness the introduction of three new treatments - **Derma White - Skin Whitening System, Peel and Lift - Anti Ageing System and Vitamin K - Eye Youth System.**

Ms. Vandana Luthra, Founder and Mentor, VLCC Group in her address stated 'With an intention to play a leading role in the personal care industry, VLCC has been constantly striving to launch new and innovative solutions for its consumers. Through this new offering, we will ensure a complete breakthrough in the skin care industry. Moreover, this launch will re-enforce VLCC's intention to offer holistic beauty solutions to its consumers as well be position the brand as a leader in bringing international trends to the Indian market.'

She further added, 'I am glad to be here today to launch these revolutionary treatments. Pune is an important market for us and we aim to provide many more innovative treatments for the residents of Pune'.

The Cosme-Dermat treatments ensure spectacular and unparalleled effects which supersede the results of conventional treatments available in the market. In addition to the skin whitening, anti ageing and eye youth treatments, Cosme-Dermat treatments will offer added benefits which include hydration, nourishment and lifting effect for skin and a reduction in puffiness under the eyes. Results will be visible from the very first session and an individual will require 4 sessions as against the usual 8 to 10 sessions to experience complete results, thus ensuring cost effectiveness.

The Treatments

Derma White-Skin Whitening system: Provides a safe, effective, easy and quick solution to aesthetic blemishes of hyper pigmentation, uneven complexion, dullness, age and photo deterioration of skin.

I Gives Brightness and Suppleness to the skin

I Skin is two shades lighter after treatment

I Results are visible after the first sessions

Peel & Lift -Age Defying system: Restoring beauty, with this safe, effective, non-aggressive deep peeling system, with synergy of revitalizing, exfoliating and anti-oxidant active principles

I Suitable for all climates and skins

I Has nourishing, emollient action

I Double peel action- peels and penetrates active principles at the same time

I Important Lift Action

I Strengthens skin

I Extremely Effective- Results visible after the first application

Vitamin K-Eye youth system: Non invasive, innovative, safe and effective Cosme Dermat treatment for Dark Circles and swelling/puffiness under the eyes.

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About VLCC

The VLCC Group is in three related businesses in the 'wellness' domain: slimming, beauty & fitness services; education & training institutes; retail and personal care products. VLCC is widely recognized for its scientific weight loss solutions and its therapeutic approach to beauty treatments. The group has a pan-India presence with more than 140 outlets in 70 cities. VLCC currently has 9 centers in the international market with 7 centers in UAE, 1 in Oman and 1 in Nepal. Having served over a million customers since its inception, VLCC today has achieved iconic status.

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