

## **An evening of Black Magic with Genelia! -Genelia unveils the all new Spinz Black Magic Perfumed deodorant-**

*FMCG Major CavinKare today announced the launch of Spinz Black Magic, a new variant under the popular selling deodorant brand 'Spinz'.*

Mumbai, Maharashtra, October 5, 2009 /[India PRwire](#)/ -- FMCG Major CavinKare today announced the launch of Spinz Black Magic, a new variant under the popular selling deodorant brand 'Spinz'.

Research findings substantiate that 30 % of women use Men's Deo as the liking for strong fragrances is very high amongst girls. With an active lifestyle girls/ women feel the need for smelling good and feeling fresh all through the day. Traditionally while most female fragrances are mild, the key intent behind the Spinz Black Magic Launch has been to launch a **Musky Floral blend of fragrance** in the Spinz female deodorant range along with an attractive **all black packaging** to meet consumer's need.

Brand Ambassador **Genelia D'Souza** unveiled the **product Spinz Black Magic deodorant** against the backdrop of the International State of the Art technology at the **Spinz Livewire Counter** at Phoenix Mills.

Speaking at the launch, the **gorgeous Genelia said, "Spinz is an edgy youth brand, and the brand spirit is like me of being the Unstoppable. Today youth are obsessed with grooming and it is not just about looking good but also about Smelling great. Their active lifestyle makes them desire for stronger fragrances that last longer. Spinz understands the pulse of the youth and constantly innovates, be it through new Product ideas, packaging, investing in new age Media like Spinz Livewire or other cool youth centric formats.**

When the brand team approached me with the new fragrance and packaging for Spinz Black Magic, I felt the packaging is stylish, edgy and very attractive and the fragrance a beautiful blend of Strong Musky floral notes. I am confident this would be among the fastest moving Spinz Deo variants.

Also Spinz Livewire is another such venture which uses cool new-age International Technology which is 1st of its kind in India".

According to Mr. Vineet Trakroo, VP (Marketing), Personal Care, "Spinz has undergone a transformation in the past year and is coming closer to youth with its new packaging and youth focus. There is a need for strong fragrances amongst women, and hence the launch of Spinz Black Magic. This is the beginning of a range of Products designed for the active youth.

Spinz also associates itself with cool technology and innovations which excites the youth like the Spinz Livewire."

Spinz in its endeavor to becoming a youth lifestyle brand has come closer to them through the Spinz LIVEWIRE which uses **new age International Technology which is 1st of its kind in India**. Spinz Livewire features **6 life sized screens and a State of the art camera**, which grabs a burst of 6 actions in quick succession. Participants are encouraged to express how edgy do Spinz Deodorants make them feel by dancing, jumping, or simply posing while the installation captures their grooviest move. Spinz LIVEWIRE has been running in Mumbai over the last 1 month across popular malls.

Lucky young winners who gave the best edgiest pose got to meet the brand ambassador Genelia D Souza and pose with her in front of the media and public!

The all new Spinz Black Magic deo has an attractive packaging, which is priced at Rs. 150 only and will be available at all the outlets across the country.

### **Spinz**

**Spinz** is a youth fragrant brand, and talks of infinite energy intrinsic to the youth of today. Keeping up with changing youth trends the packaging has been revamped to give it a new stylized look this season. Genelia D Souza, the

bubbly charismatic Youth ICONIC celebrity has been signed in to endorse the brand. Spinz deodorants reflects the unstoppable nature of the youth who stop at nothing or to have nonstop fun/enjoyment

## **Notes to Editor**

### About CavinKare

CavinKare Pvt. Ltd. is an FMCG major involved in the diverse areas of business viz., Personal Care, Foods, International Business, Dairy, Beverages and Services. The Company operates on diversified product portfolio like **Shampoos** (Chik, Meera, and Nyle), **Fairness cream** (Fairever and Fairever Fruit), **Deodorant and Talc** (Spinz), **Masalas, Pickles & Snacks** (Ruchi, Chinni's), **Hair Colors (Indica)**, Beverages (Maa), Dairy (Cavins), Restaurant (CK's Foodstaurant) and Beauty Parlours (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A **dedicated R&D centre** equipped with latest equipment and technologies constantly supports the divisions in their endeavor.

Today with a turnover of 700 crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare's success is based on it's adhering to its corporate mission, which is "we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model."

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