



KeSARI

KeSARI THE NEW RITUAL IN BEAUTY LAUNCHES PREMIERE PRODUCT TRIPHALA RADIANCE FIRING SERUM

August, 2010 - KeSARI, a new skin care line inspired by India's natural healing ingredients and ancient traditions, announces its first product, **Triphala Radiance Firming Serum**. This firming and rejuvenating serum is made from time-honored, Indian extracts, *Triphala* and *Saffron*, and modernized by incorporating a *Peptide Complex* and a special Poly-Pore© time-released *Retinol* to brighten and tighten your skin.

India, a land of inspiration, fantasy, color, beauty and mystique, is home to an estimated 13,000 plant species, 18 official languages, and over 1000 dialects. A culture based on spirituality and serenity, India embraces the intricate practices of beauty with ancient and sacred traditions that continue to guide the rituals of daily life. KeSARI modernizes ancient traditions to create a beauty product that women can use as a daily ritual for beautiful, radiant skin. Inspired by eastern beauty methods, KeSARI ingredients have been advanced to create the most efficacious firming serum available.

KeSARI means **Saffron** in Hindi. The expensive and potent natural resource is known as the *Spice of the Gods* and has been used in Indian beauty rituals for centuries to firm and smooth dry skin. Coming from the dried stigmas of the saffron crocus, it takes 75,000 blossoms or 225,000 hand-picked stigmas to make a single pound. One ounce of saffron is literally worth its weight in gold.

"Beauty practices originated in India. One of the oldest and most sacred traditions is performed the day before a bride's wedding ceremony. Ubtan, a mixture of Indian spices including saffron, is rubbed all over the brides face, hands and feet to rejuvenate and brighten her skin for her wedding day," says Creative Director of KeSARI, Richa Purohit.

KeSARI brings ancient solutions to modern life with natural ingredients of India *Triphala* and *Saffron*. These ingredients preserve the skin's nutrient reservoir, counteracting toxins that cause premature aging and lackluster skin.

Triphala (tri-'fa-lə) is comprised of three transforming herbal extracts **Amla**, **Bibitaki** and **Haritaki**, that fuse together to replenish and reawaken skin, imparting pure and natural radiance. Triphala is the ultimate remedy, enhancing skin clarity and bringing dull, tired skin to life.

Amla, the Indian Gooseberry, has a long tradition in Ayurvedic medicine as a potent antioxidant known for its anti-inflammatory properties. It is said that one Amla berry has more Vitamin-C than 10 oranges and is essential to the production of collagen.

Bibitaki is found deep in India's forests; the herb functions as an antiseptic to purify and enliven the skin.

Haritaki is commonly used in the preparation of many Ayurvedic medicines as it protects the skin from free radicals, which helps prevent premature aging.

KeSARI will debut its newest product on HSN on Saturday, August 7th. In partnership with the release of the movie **Eat, Pray, Love**, KeSARI Creative Director, Richa Purohit will go on air to introduce the Triphala Radiance Firming Serum during HSN's day dedicated to products inspired from India.

KeSARI's Triphala Radiance Firming Serum will be available on www.HSN.com for \$44.50, 1.7 fl. oz./50 ml.

KeSARI, a ritual of beauty. Uniting 5,000 years of ancient wisdom from India with modern science.
www.KeSARIBeauty.com

Press Contact: Sevan Kalayjian
Full Picture
212.995.2095
skalayjian@fullpic.com

Lynn Brodsky
Full Picture
212.995.2096
lbrodsky@fullpic.com