

Introducing ASSURE BB Cream

SPF 30+



A whole new idea in Skin Care



What is BB Cream

- **BB** stands for **Beauty Balm** or **Beauty Benefit** cream
- An all-in-one moisturizer that does the job of 6 other products
 - Moisturizer
 - Sunscreen
 - Primer
 - Concealer
 - Foundation
 - Skin treatment



- It combines skincare with minerals to even skin tone, illuminate, cover imperfections, with hydration and SPF protection, giving a natural look in just one step

How does it work?

- BB cream provides a good base, evens out complexion, covers imperfections and redness, hydrates the skin, brightens and perk-up a dull complexion
- It gives instant radiance to the skin along with long lasting sun protection
- It doesn't clog pores like makeup and doesn't irritate breakouts or acne
- With continuous use it helps to even out fine lines and wrinkles and lightens dark spots

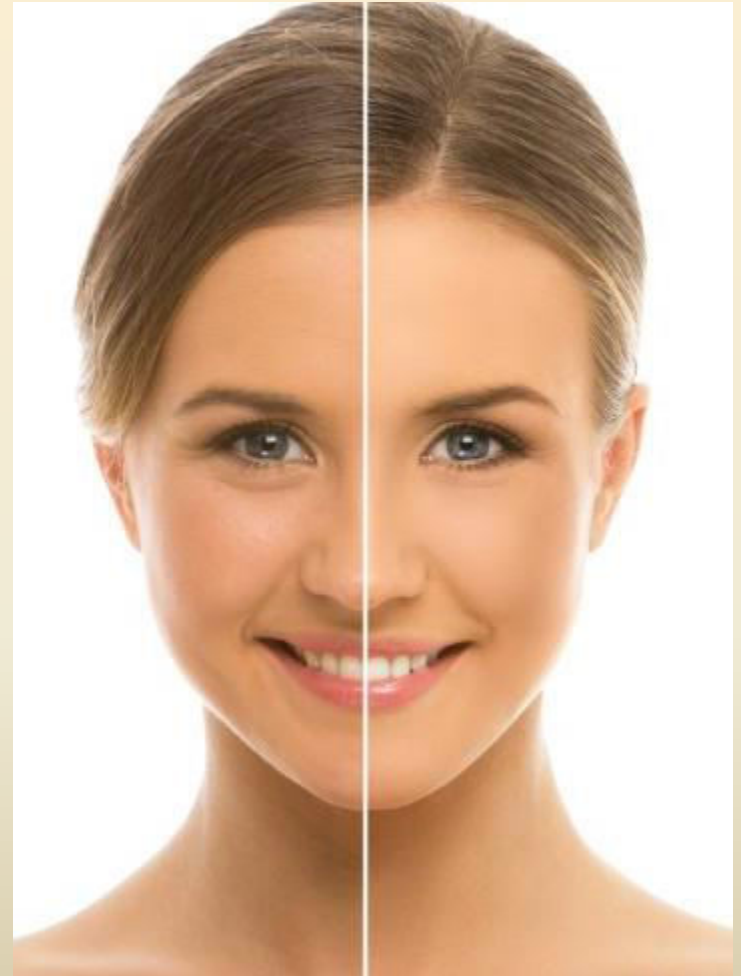


Assure BB Cream SPF 30+

A whole new idea in Skin Care

6 results in just one swipe

- Brightens complexion
- Evens skin tone
- SPF 30+ and PA ++ protection
- Instantly covers dark spots
- Reduces appearance of fine lines
- Luminous make-up finish



Actives



Toning & firming –
Haloxyl- for puffy eyes & dark circles

Long lasting effect with
Treated Pigments

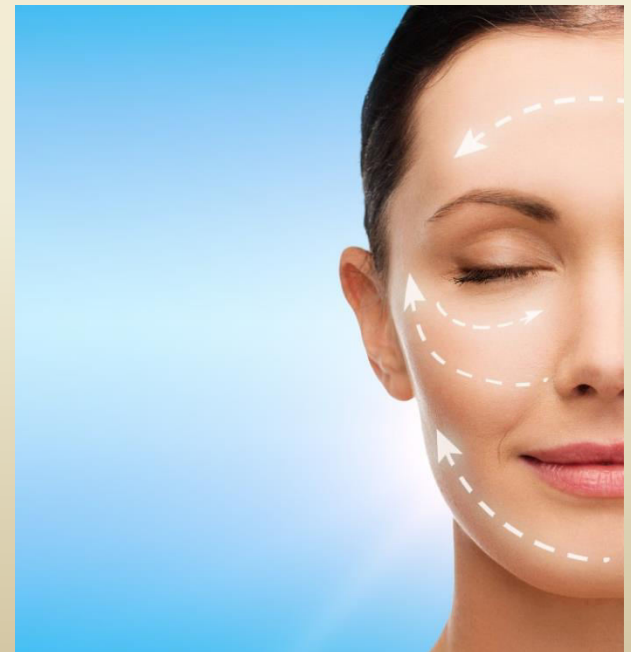
Anti-ageing &
lightening
Niacinamide

Potent Sunblock



Assure BB Cream SPF 30+

- It contains potent sunscreens that protects against harmful UVA and UVB rays of the sun
 - Prevents skin from sun burns and premature ageing
- Niacinamide or Vitamin B3, help to reduce fine lines and lightens dark spots
- It contains ingredients that helps to tone and firm delicate area under the eyes
- Made of specialized surface treated pigments that makes the Assure BB Cream waterproof, sweat proof and long lasting



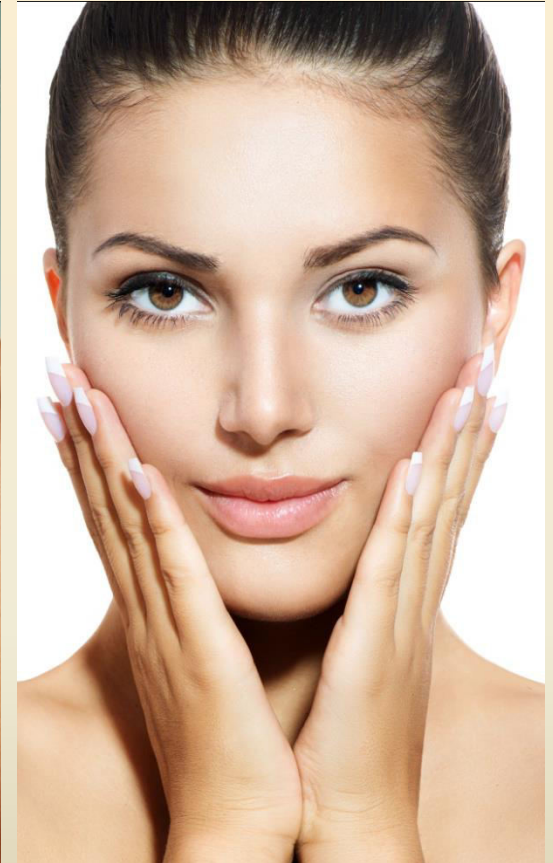
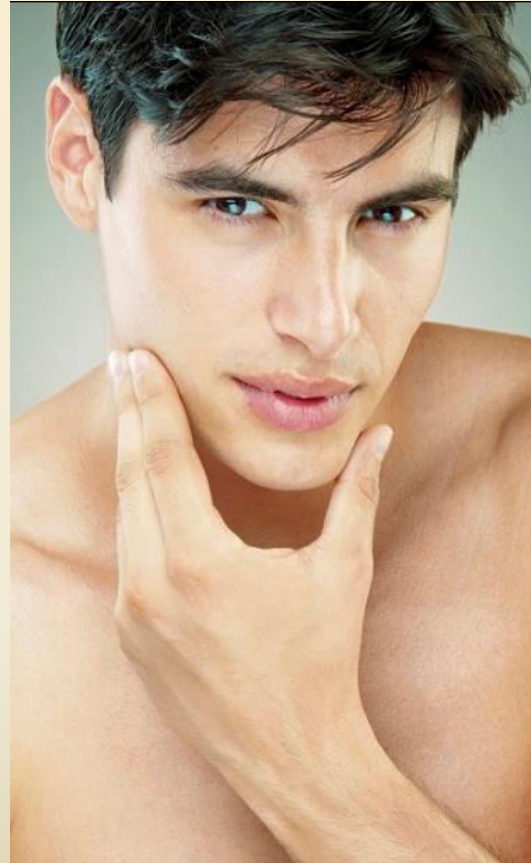
Get the perfect skin tone

Who can use Assure BB Cream?

- BB cream can be used by both females and males, on all skin types, all skin tones
- It perfectly blends with all skin tones and types

When to use Assure BB Cream?

- Use it right after you wash your face and you won't need to use anything else!



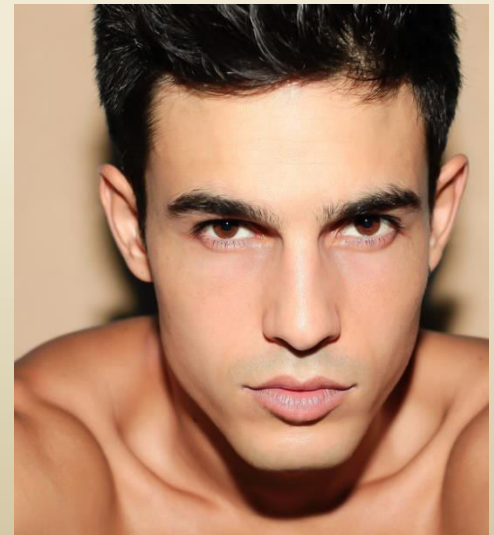
How to use

- Squeeze a small amount of Assure BB cream on your finger tips
- Dot the entire face and neck, including under eye area, nose, cheeks, forehead, chin and upper lips
- Use gentle dabs on areas where the skin tone is darker (like dark spots, dark under eye circles and pigmented skin)
- Use small outward strokes on other areas of the face to get a good coverage all over your face
- Use it after washing your face in the morning before going out
- For best results repeat application 2 or 3 times in the day



Tips

- If you have dry skin, apply a light moisturizer before applying Assure BB cream
- Finish with powder: After application and blending BB cream, apply some powder with a puff or brush to let the cream set for all day. It will give a more long lasting effect to the BB cream
- For a natural look, apply the BB cream over your neck in the same manner as for the face



ASSURE BB Cream

SPF 30+



Rediscover flawless radiant skin
with Assure BB Cream



Makeup finish without makeup



Fairness cream with anti-ageing benefits



Radiant outside flawless inside



ASSURE BB Cream

SPF 30+

- MRP: Rs. 380/-
- DP: Rs. 320/-
- BV: 192
- PV: 12



**NOW
NEW & IMPROVED**



ASSURE HAND WASH

Give your hands a
gentle care



Assure Hand Wash

- Enriched with Neem and Aloe Vera extracts
- Provide gentle protection and moisturisation to your hands without drying them out
- Refreshing fragrance keeps the hands fresh for long



ASSURE HAND WASH

- MRP: Rs. 120/-
- DP: Rs. 105/-
- BV: 63
- PV: 3.94

