



**Sephora presents an amazing Mediterranean tried-and-true skin care secret regime – “Olive”**

*An organic skin care brand produced from the goodness of the first press of olive makes its debut in India*

**Mumbai, 27<sup>th</sup> September 2018:** You are beautiful. We know it. And hence, we urge you to retain your beauty in a healthy and honest way. Sephora exclusively launches Olive in India today, a 100% natural and organic skin care brand from New Zealand that focuses on the benefits of olive oil for the skin. Using the tremendous benefits of natural skin care ingredients as their inspiration, Olive has perfected their own extra virgin olive oil formulas with a mission to help everyone simply love the skin they are in.

A combination of ancient tradition and modern science, the Olive collection is rich in vitamins and anti-oxidants with the purity of extra virgin Olive Oil and Olive Leaf extract bringing to skin care enthusiasts the most powerful, natural and quality skincare. Based on the brand philosophy that olives are not simply a matter of food or health but a way of life, the products are made with heart and soul for customers to enjoy. The active ingredients are loaded with powerful anti-oxidants and vitamins which adds moisture and firmness to the skin while protecting it against harmful effects of external aggressors. This commitment to developing natural, safe skincare makes Olive a highly coveted brand for customers across all ages and ethnicities.

Olive’s curated skincare range comprises of products for facecare, bodycare, haircare and bath. The products include cleansing milk, moisturizers, face polish, eye gel, all purpose balm, nourishing shampoo, conditioner, shower gel etc. The Olive collection also includes a special Pomegranate range which combines the benefits of olive actives along with pomegranate fruit extract – one of nature’s wholesome superfruit.

Commenting on the launch, **Mr. Vivek Bali, Chief Operating Officer – Sephora India at Arvind Beauty Brands**, said *“Sephora is where your beauty beats and we want women to feel confident in their own skin. We see a genuine match in partnering with Olive available exclusively at Sephora stores in India. These beautiful plant-based skin care products are being made accessible from farm to the face for the Indian consumer. For the ones who love their makeup, this can be used to create the perfect base for it and for the ones who love staying natural, can use it to power up their daily skincare routine. We believe in offering a wide range of curated products like these that reflect the beauty and harmony of the natural world. We invite you try at it, at our Sephora stores in India.”*

Now, experience the Olive natural beauty movement in Sephora stores and you can buy Sephora online at [Sephora.nnnow.com](http://Sephora.nnnow.com).



**About Sephora:**

Sephora has transformed the customer experience into an exclusive opportunity to indulge in beauty, fostering strong relationships with its brand and products. Sephora ethos remains unchanged: to present a leading beauty selection and always be on the lookout for what's new. Offering to beauty fans, more than 200 selective and exclusive brands plus Sephora's range, the enterprising retailer is never short of surprising new ideas. Its unexpected concepts and non-conformist attitude are also evident both in its boutiques around the world and on its website, which together make Sephora an unparalleled international beauty leader.

Sephora's journey in India has been nothing short of excitement. Sephora (owned by LVMH Moet Hennessy Louis Vuitton) strengthened the India business through a partnership with Arvind Limited in 2015 and now has a presence across the country with the famous 16 Sephora stores and they launched Sephora online at [www.sephora.mnnow.com](http://www.sephora.mnnow.com) in 2017.

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