



## FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

February 18, 2022

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra – Kurla Complex,  
Bandra (E), Mumbai – 400 051

**BSE Limited**  
Corporate Relationship Department,  
2<sup>nd</sup> Floor, New Trading Wing,  
Rotunda Building, P.J. Towers,  
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sirs,

**Sub: Press Release**

Please find enclosed the Press Release titled as follows:

**Hydrated Skin Decoded with Nykaa SKINRX 3-in-1 Day Moisturizers that Moisturize, Target & Protect**

~ Dot-Massage-Moisturize with Nykaa SKINRX Vitamin C & Niacinamide Day Moisturisers ~

The above is for your information and records.

Thanking You.

Yours faithfully,

**For FSN E-Commerce Ventures Limited**  
(formerly 'FSN E-Commerce Ventures Private Limited')

**Rajendra Punde**  
Head – Legal, Company Secretary & Compliance Officer  
Mem. No.: A9785





## Hydrated Skin Decoded with Nykaa SKINRX 3-in-1 Day Moisturizers that Moisturize, Target & Protect

~ *Dot-Massage-Moisturize with Nykaa SKINRX Vitamin C & Niacinamide Day Moisturisers*~

**February 2022:** Day time is when our skin needs maximum TLC – Sun exposure, long hours of air conditioning at workplaces, and multiple other external factors, tend to cause skin concerns! Nykaa has found the answer to all of the above and developed a specialist solution for the consumers. Following the success of its highly effective serums, **Nykaa SKINRX** expands into a new category by adding a whole new range of **Day Moisturisers for Normal to Dry Skin**. The formulation of the moisturiser is meticulously created to ensure high-performance efficacy, taking your daytime skincare regimen a notch higher. Available in two variants – **Vitamin C** and **Niacinamide**, this is a multitasking product with **3-in-1** benefits- it **moisturizes**, **targets** skin concerns such as blemishes, acne marks, hyperpigmentation, dullness, respectively, and **protects from sun damage with SPF 15**.

A great ally to the face serum, the day moisturisers go above and beyond to seal and protect the freshly achieved glow. Designed to tackle common Indian consumer skin concerns, the moisturizers boast of an effective ingredient mix, that care for and nourish the skin on multiple fronts, filling each skin layer with long-lasting, plumping hydration for a dewy glow. The formula is lightweight and luxuriously moisturizes without leaving an oily, glossy, or heavy residue on the skin. All you have to do is **Dot, Massage & Moisturise** your way to healthy skin. The **dermatologically tested** product is clean and extremely safe to use for anyone above 16 years of age.

- **Nykaa SKINRX 5% Niacinamide Day Moisturizer** is a science-backed solution perfect for normal to dry skin to provide **the ultimate moisturization** while also **reducing dark spots, blemishes, acne marks**. It is a powerful combination of **5 % Niacinamide, Zinc, and Alpha Arbutin**. Niacinamide is also often known as vitamin B3, a water-soluble vitamin that benefits the skin via brightening, minimizing appearances of enlarged pores, and regulating sebum production. In essence, it's a genie in a bottle!
- **Nykaa SKINRX Vitamin C Day Moisturizer** offers maximum moisturization while also **eliminating dullness, hyperpigmentation, and revealing a radiant shine** for normal to dry skin. It is a potent combination of four types of Vitamin C - **Ethyl Ascorbic Acid, Sodium Ascorbyl Phosphate, Kakadu Plum & Amla**, making it the perfect potion to achieve a bright, youthful glow.

**Reena Chhabra, CEO Nykaa Brands**, "A moisturizer is vital to a skincare regime and has become one of the fastest growing categories. With an overwhelming response on our Nykaa SKINRX serums, we have now expanded the portfolio to introduce day moisturizers to increase the efficacy of a skincare routine. Our introductory offering features **Vitamin C & Niacinamide**, the active ingredients that are potent, providing targeted skin solutions to the consumers. With Nykaa SKINRX, we strive to provide a skincare line using scientifically proven active ingredients that are internationally recognized, thoroughly researched, giving you real, visible results."

# NYKAA

---

## SKINRX

**Nykaa SKINRX is a travel-friendly, dermatologically tested product, and is free from fragrance, alcohol, SLS, paraben, and cruelty. The collection will be available on the Nykaa website/ app and in-stores across India and is priced INR 399 onwards.**

### **About Nykaa Beauty**

Early in 2016, Nykaa identified a gap in the market for on-trend, high performing, quality driven beauty products especially curated for Indian consumers and thus launched its own consumer beauty brand. Starting with Nail Enamels as their introductory range, today Nykaa carries a large number of products across its consumer beauty brands portfolio; **Nykaa Cosmetics**, a complete makeup and beauty accessories brand which has a universal appeal owing to its cutting-edge product formulations & high-quality standard. **Nykaa Naturals** is a naturally derived ingredients focused brand that cares for your skin deeply. By expanding the product portfolio to cater to every type of skin concern from acne to anti-ageing, the brand has been successful at bringing the 'care back to skincare'. **Nykaa Wanderlust** is the signature Bath & Body range with offerings for both men & women. **Moi By Nykaa** is a collection of fine fragrances. In 2019 Nykaa collaborated with celebrated fashion designer Masaba Gupta to launch **Masaba by Nykaa**, a beauty line featuring lips, nails, and fragrances. In 2021, the brand launched **Nykaa Hair** which addresses the demand for products with natural ingredients and high-quality claims curated specifically for Indian customers. Staying true to the Nykaa ethos, the brands continue to delight and inspire its consumers by offering the high performing products & the latest trends in beauty through content across all its platforms.

### **About Nykaa**

Nykaa was founded in 2012 by Indian entrepreneur **Falguni Nayar** with a vision of providing a carefully curated range of products for every beauty solution. Derived from the Sanskrit word 'Nayaka' meaning one in the spotlight, it rests on three ideals - **curation, content and convenience**. Nykaa has an omnichannel model with multiple retail stores across India. The **Nykaa Guarantee** ensures that all products available at Nykaa are 100% authentic sourced directly from the brand or authorized distributors. Since its launch Nykaa has expanded its offering to include fashion with the multi-brand ecommerce platform **Nykaa Fashion** and grooming and lifestyle products for men with **Nykaa Man**. Through **engaging and educational content** and **messaging on social media, emails** and the **Nykaa Network** community platform, Nykaa has built a **community of millions of beauty and fashion enthusiasts** across India. Additionally, the **Nykaa Pro** platform caters to all professional beauty needs with special access and offers.