



May 02, 2024

To,
Listing Department
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051
Scrip Symbol: HONASA

To,
Listing Department
BSE LIMITED
P. J. Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 544014

Sub: Press Release

Dear Sir / Madam,

Please find enclosed a copy of press release dated May 02, 2024 titled **“IN A FIRST-OF-ITS-KIND COLLABORATION, THE DERMA CO. TEAMS UP WITH DR VANITA RATTAN TO DEVELOP REVOLUTIONARY SKINCARE RANGE FOR INDIAN CONSUMERS”**.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **HONASA CONSUMER LIMITED**

DHANRAJ DAGAR
COMPANY SECRETARY & COMPLIANCE OFFICER
Encl: a/a

Honasa Consumer Limited

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| CIN: U74999DL2016PLC306016 |

IN A FIRST-OF-ITS-KIND COLLABORATION, THE DERMA CO. TEAMS UP WITH DR VANITA RATTAN TO DEVELOP REVOLUTIONARY SKINCARE RANGE FOR INDIAN CONSUMERS



Gurgaon, 2nd May 2024 - The Derma Co., the leading active ingredient brand designed by dermatologists from Honasa Consumer, is proud to announce its first-of-its-kind collaboration with **Dr Vanita Rattan (Dr V)**, a renowned doctor, cosmetic formulator, and influential figure from UK. This pioneering collaboration will lead to the debut of an industry-first skincare range, **Skin Renew by The Derma Co. X Dr V**, meticulously formulated by Dr V to cater to the unique skin care needs of the Indian population.

While this unique partnership stems from a deep understanding of the needs of new-age consumers, it also marks for the first time a domestic brand partnered with an international cosmetic formulator to create a skincare range specifically for the Indian market. At a time when consumers are looking for expert-driven solutions, this collaboration couldn't be timelier. Dr. V's passion for crafting skincare for colored skin and strong follower base, recognized both nationally and internationally, greatly enhances the credibility of this collaboration.

The **Skin Renew Range** comprises of five essential products – Face Wash, Toner, Moisturizer, Retinol Cream Serum, and Exfoliator and targets three key areas: barrier repair, brightening, and anti-acne solutions.

Addressing factors like heat, pollution, and UV rays, this range integrates ingredients like peptides, retinol, vitamin c, niacinamide and glycerin, to help you embark upon the journey towards skin renewal. Furthermore, to combat common concerns like hyperpigmentation and dullness exacerbated by sun exposure and pollution, the range features vitamin C, lactic acid and other ingredients to even out skin tone, reduce dark spots, and restore radiance.

Finally, given India's tropical climate fostering conditions conducive to acne, this range integrates anti-acne ingredients such as salicylic acid, retinol, and niacinamide to unclog pores, and prevent breakouts, resulting in clear, blemish-free skin.

Sharing her thoughts on the collaboration, **Ghazal Alagh, Chief Innovation Officer & Co-Founder, Honasa Consumer Limited**, comments, *"We are thrilled to join hands with Dr Vanita Rattan, in this one-of-its-kind collaboration along with the launch a range crafted for Indian skin and weather. **Skin Renew by Dr V**, range has been formulated along with Dr Vanita using best ingredients appropriate for the Indian consumer. This collaboration underscores our commitment to provide the best products to our consumers. We are confident that this collaboration is going to add value to our commitment to excellence in the skincare industry."*

Drawing from years of experience and expertise, **Dr Vanita Rattan (Dr V)** comments, *"I have always been passionate about formulating skincare products for colored skin and the partnership with The Derma Co., has made my dream to craft for India, a reality. Over the past eighteen months, we've worked tirelessly to create the **Skin Renew Range**, tailored specifically for the Indian consumers. The choice of ingredients are the first of its kind and brings in a unique blend of ingredients in formulations and textures, ideal for this weather. What sets us apart is that the range offers a blend of ten necessary and potent actives in precise percentages, packaged correctly and layered in the right order, effectively meeting the skincare needs of today's consumers. I am confident that the consumers will love the products and will enjoy their skin renewal journey"*.

The London-based formulator, underscoring her confidence in the brand, adds further, *"While the collaboration undoubtedly stemmed from the deep-rooted trust The Derma Co. has in the Indian market, its commitment to being transparent – highlighting exact proportions of formulations across all product lines – was another motivation."*

Though peptides, renowned for their ability to foster a healing environment, remain at the center of this product range, potent actives including ceramides, retinol, AHAs, and BHAs, which work synergistically accelerate skin renewal. Products in the **Skin Renew Range** are fragrance-free, free from essential oils and denatured alcohol, and are Made in India, ensuring adherence to the highest standards of manufacturing and safety.

The new range is now available for purchase on the official website of The Derma Co., accessible at <https://thedermaco.com/> starting at INR 499 and is available across leading market places like Nykaa, Amazon, Flipkart, Tira among others.



ABOUT THE DERMA CO.

The Derma Co. is a science-based skincare brand formulated using active ingredients in potent formulations to solve skincare concerns. Crafted using active ingredients, The Derma Co. products are aimed to resolve diverse concerns like active acne, acne marks, pigmentation, dull skin, ageing, hair loss and dandruff, among others, for its users. With specialized products, the brand caters to consumers across retail and digital touchpoints and is available on www.thedermaco.com, leading e-commerce marketplaces, and select modern trade outlets.

ABOUT HONASA CONSUMER LTD

Honasa Consumer Limited, is the largest digital-first beauty and personal care company with a diverse portfolio of seven brands. Uniquely positioned to capture the growth trends shaping the BPC market, the company is building brands through on trend data-based innovation and strong omnichannel distribution. Driven by purpose, Honasa Consumer Limited is committed to serving its consumers and the society for a better tomorrow.