



## **Myntra Beauty launches coveted French natural skincare brand, Caudalie, on its platform**

Myntra Beauty will host the entire range of Caudalie's natural, and effective skincare solutions under its accessible luxury segment

Set to offer an array of clean and ultra-effective beauty products such as serums, toners and mists across 35 options for advanced skincare solutions

**Bengaluru, January 28, 2022:** Continuing to strengthen its position as the destination of choice for international brands, Myntra announces the launch of 'Caudalie', one of the leading global skincare brands from France that creates ultra-effective, clean, and chic cosmetics.. Founded in 1995, Caudalie specializes in Vinotherapie and is well-known for its unique skincare products that harness extracts from grape and grapevine, and also for its Vinotherapie spas. Today, the brand is one of the world's foremost anti-aging and anti-dark spot brands, with a firm footing in 45 countries.

Caudalie is an accessible luxury brand that believes in natural, scientific and clean skincare that also delivers strong results, and is therefore committed to offering products that have no parabens, phenoxyethanol, phthalates, mineral oils, PEG, silicones or animal ingredients. One of the key ingredients in its products are vine extracts which come from French vineyards in Bordeaux, With an emphasis on natural and clean skincare solutions, the key categories from Caudalie, include, serums, toners and mists, while popular products include, Vinoperfect Radiance Serum Complexion Correction, Beauty Elixir, Vinopure Blemish Control Serum, and Grape water, with a total of 35 options. In line with their ecological commitment, the brand also uses recycled, recyclable or refillable bottles and is on track to achieving zero waste packaging in 2022.

Armed with a sophisticated portfolio of products, Caudalie targets evolved customers looking for result-driven skincare, in the age range of 20- 60 years, with a wide collection of natural and clean formulas catering to several skincare concerns. The association with Myntra will enable Caudalie to strengthen its presence in India, and build brand salience with its target audience. Being one of the most preferred e-commerce platforms for international beauty, fashion and lifestyle brands, Myntra, will offer a dedicated brand store for Caudalie on the Myntra-Mall, Myntra's in-app mall enabling brands to showcase their offering and assisting consumers in seamless brand and product discovery. Furthermore, the brand will also be integrated into Myntra's social commerce propositions Myntra Studio and M-Live, giving a strong impetus to the brand's visibility in India, in addition to offering in-app amplification and promotions. Caudalie will also run special launch offers and digital ads to advance its presence in India on Myntra. The association between Myntra and Caudalie has been enabled by LUXASIA, official distributors in India, a leading omni-distribution player for global luxury brands, which also enabled bringing several leading international brands on Myntra.

**Speaking on the launch, Sharon Pais, Chief Business Officer, Myntra said,** "We are excited to announce the launch of Caudalie on Myntra Beauty. Being one of the leading global skincare brands, this association will substantially strengthen our international brands portfolio as well as the growing beauty and skincare segment on the platform. Myntra caters to a thriving cohort of skincare aficionados, including a very evolved audience that is primarily looking for clean, natural and chemical-



free products. Caudalie is the perfect fit for shoppers in this category for Myntra and through this partnership is poised to unlock opportunities in the emerging Indian beauty landscape.”

**On their association with Myntra, Jean Christophe Samyn, General Manager South East-Asia & ANZ, Caudalie said,** “From the vineyards of Bordeaux all the way to India, we are thrilled to have finally launched effective, clean and sustainable skincare to our fans in India. Working hand in hand with LUXASIA, we are very excited to expand Caudalie to Myntra and bring our iconic Vinoperfect Radiance Serum to all Myntra beauty customers”

**On their association with Myntra, Praseed Changarath, Country Manager, LUXASIA India, said** “LUXASIA is excited to partner with Myntra once again for the launch of Caudalie in India. Skincare is the fastest-growing category in India, with an increasing focus on clean beauty. Together with Myntra, we look forward to launching even more desirable brands and growing our product offerings for beauty-lovers all across India.”

Caudalie’s launch on Myntra comes at a crucial phase of growth in the Indian skincare sector, which was valued at \$2,478.4 million in 2017, and is projected to reach \$5,033.7 million by 2027, registering a CAGR of 9.5% from 2021 to 2027, according to industry reports. With the addition of Caudalie, Myntra continues to emerge as the new go-to destination for the category in the country, with one of the largest assortment of international brands and styles under one roof. It currently houses 850+ brands and 38,000 products under Myntra Beauty.

### **About Caudalie**

1995: Caudalie is created and the brand patents the ingredient grape polyphenols. 2000: Caudalie creates the first patent for Resveratrol. 2000: Caudalie becomes the #1 anti-aging skincare brand in all French pharmacies. 2005: Caudalie patents Viniferine, an ingredient that lightens and brightens skin. 2012: Caudalie becomes a member of “1% for the Planet” and donates 1% of its global revenue to environmental organizations.

2015: Caudalie partners with Harvard University for a new patent - VINE RESVERATROL + HYALURONIC ACIDS 2018: Caudalie opens an eco-designed laboratory in the heart of the Cosmetic Valley, to create green skincare 2022: zero waste objective to make all of our packaging recyclable. Caudalie is distributed in more than 45 countries worldwide.

### **About Myntra**

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ leading fashion and lifestyle brands in the country such as H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country.



## **About LUXASIA**

LUXASIA is the leading beauty omnichannel distribution platform of Asia Pacific, delighting consumers across 15 markets through luxury retail, online commerce, and consumer marketing. It has successfully enabled brand growth for more than 120 international luxury beauty brands the likes of Bvlgari, Calvin Klein, Diptyque, Hermes, La Prairie, & Montblanc.