



## Genelia Deshmukh reveals her skin and haircare resolutions for 2022

*~ A daily dose of Evion® Forte in her nourishment is Genelia's perfect solution to heal the aftermath of the holiday festivities as she enters the new year ~*

**National, 10<sup>th</sup> January 2022:** Having just concluded the holiday season and year-end festivities, reality hits hard as one begins to witness dull skin and damaged hair. As the new year marks another opportunity to start afresh and be a better version of yourself, why not start the year by vowing to take good care of your hair and skin?

The year-end stress of planning and attending celebrations, holiday travels, coupled with the constant usage of face masks has led to a lot of struggles in maintaining our skin and hair. At some point we have all have slept with our makeup on, or gorged on greasy food, which isn't in the best interest of our overall appearance. Moreover, pollution is worse in the winter months, which heightens the risk of damage. So, as we ring in the new year, it's time for us to take extra care of our skin and hair. Bollywood actress Genelia Deshmukh couldn't agree more.

Genelia Deshmukh, with her gleaming skin, glossy tresses, and sparkling smile, is easily one of the most beautiful actresses the industry has seen. However, an inevitable part of being in showbiz is attending parties, events, and shoots, which infer a lot of make-up and hairstyling. And with the new year here, wondering what Genelia's mantras for healthy skin and hair are?

Giving a glimpse into her hair and skincare routine to repair the damage caused during the holiday season, **Genelia Deshmukh** says, *"Preparing for celebrations during the holiday season can manifest in different ways, sometimes even on our faces and tresses in more ways than one. And it can be hard to fit in time for skin and hair care. So, to repair all the damage and ensure healthy skin and hair, I include my daily dose of Vitamin E with Evion® Forte. Its antioxidant and anti-inflammatory properties revive the cells to health from the daily damage of sun exposure, pollution, and damage caused by free radicals. It has been my go-to for all the skin and hair care woes."*

When dealing with hair and skin issues, most people rely on topical treatments. However, such treatments alone wouldn't fix the root cause of these maladies as they are triggered on the inside at the cellular level. **Evion**, India's number 1 Vitamin E brand, works from the inside out, helping to reduce oxidative stress by restoring the balance between free radicals and antioxidants in your skin. Vitamin E also provides nourishment to hair that is constantly damaged by exposure to pollutants and styling treatments.

**About Evion:** Evion is India's number 1 Vitamin E brand in India and is trusted by thousands of doctors, consumers, and pharmacists. Evion understands body science and works at the cellular level to nourish your cells.

**About Procter & Gamble Health Limited:**

Procter & Gamble Health Limited is one of India's largest VMS Companies manufacturing and marketing over-the-counter vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit [www.pghealthindia.com](http://www.pghealthindia.com) for the latest news and information about Procter & Gamble Health Limited and its brands.

**About Procter & Gamble:**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Ambi Pur®, Ariel®, Gillette®, Head & Shoulders®, Olay®, Oral-B®, Pampers®, Pantene®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

**CONTACTS****Media Contacts:**

Ektaa Bhusari | 2020MSL | +91 8860598800 | Ektaa.bhusari@2020msl.com

**Procter & Gamble Health Limited:**

- Ruchita Mehra | [mehra.r@pg.com](mailto:mehra.r@pg.com)
- Paromita Kundu | [kundu.p.1@pg.com](mailto:kundu.p.1@pg.com)