

Love, nourish & hydrate your skin.

Glow naturally.






4 EXCITING PRODUCTS

When you shower your skin with lots of love and care, it glows from within. We call it the **self-love glow**. So treat your skin with

attitude™ Insta Nourish Herbals,



your perfect partner in this journey to **self-love.**

-  Free from Parabens, Silicones, Mineral Oil
-  Dermatologically Tested
-  Non-Comedogenic



Images shown are for representation purpose only.

Specially curated
for your skin type
with cutesy textures.


DRY SKIN
Creamy Face Wash & Rich Cream

-  Rich, Creamy Texture
-  Provides Nourishment, Hydration & Deep Moisturization

OILY SKIN
Gel Face Wash & Gel Cream

-  Light, Non-Greasy, Gel texture
-  Provides Nourishment, Hydration & Oil Control

Here's the *hero* of your skin's love story
Indian gooseberry

 One of the richest natural sources of **Vitamin C**

 Known for its **anti-oxidant** benefits

 Acts as a **nourishing** agent



ATTITUDE

Here's some creamy love to
wash away dry skin woes & give you a
natural glow

Creamy Face Wash for Dry skin

NOURISHMENT | HYDRATION | DEEP MOISTURIZATION | DEEP CLEANSING

BENEFITS



A creamy, **100% soap-free** formula



Clinically tested to **deeply cleanse** the skin gently, **without over-drying***



Nourishes & hydrates for a naturally glowing skin-clinically tested**

OOZING WITH THE YUMMY GOODNESS OF:

♥ **Hero Ingredient - Indian Gooseberry**

♥ **Supporting Ingredient - Almond Oil**

- 1 Known emollient, highly suitable for dry skin
- 2 Vitamin A & E - nourishes and soothes skin
- 3 Helps keep skin hydrated by forming a barrier, preventing water loss from the skin

♥ Significantly maintains oil balance by not stripping off oil from skin, post face wash application*

♥ Clinically tested to retain moisture and rebalance dry skin**

♥ 100% women felt their skin to be moisturized, less dry, and stretchy**

*As per clinical & consumer study. **Product Regime. Images shown are for representation purpose only.



SPF 10

Win over **dry skin** with this rich,
creamy goodness

Rich Cream for Dry Skin

NOURISHMENT | HYDRATION | DEEP MOISTURIZATION

BENEFITS



Rich, **creamy formula**



Moisturizes skin, keeping it smooth, soft and supple



Nourishes & hydrates for a naturally glowing skin - clinically tested**

OOZING WITH THE YUMMY GOODNESS OF:

♥ **Hero Ingredient - Indian Gooseberry**

♥ **Supporting Ingredient - Argan Oil**

- 1 Known emollient, highly suitable for dry skin
- 2 Vitamin E - nourishes and soothes skin
- 3 Known to provide moisturization for a long time

♥ Clinically tested to retain moisture and rebalance dry skin**

♥ 100% women felt their skin to be moisturized, less dry, and stretchy**

*As per clinical & consumer study. **Product Regime. Images shown are for representation purpose only.

ATTITUDE

Wipe away oil with love.
Get natural glow
 that your skin deserves.

Gel Face Wash for Oily skin

NOURISHMENT | HYDRATION | OIL CONTROL | DEEP CLEANSING

BENEFITS



Gel-based, **100% soap-free** formula



Clinically tested to **deeply cleanse** the skin gently, **without over-drying***



Nourishes & hydrates for a naturally glowing skin-clinically tested**

OOZING WITH THE YUMMY GOODNESS OF:

♥ **Hero Ingredient - Indian Gooseberry**

♥ **Supporting Ingredient - Sage Extract**

- 1 Helps in removing excess oil
- 2 Known for its anti-microbial and anti-inflammatory properties.
- 3 Known to purify skin

- ♥ 97% women felt their skin was naturally glowing immediately after first usage*
- ♥ 94% women experienced that their skin felt fresh immediately after first usage*
- ♥ 100% women felt their skin to be less greasy & oily. Significantly reduces excess oil and provides oil control**

*As per clinical & consumer study. **Product Regime. Images shown are for representation purpose only.



SPF 10

Smoothen your skin with some yummy
Gel love. Not oil.

Gel Cream for Oily Skin

NOURISHMENT | HYDRATION | OIL CONTROL

BENEFITS



Gel-based cream with an oil-free, light, and non-greasy formula



Provides the benefit of **Oil Control**



Nourishes & hydrates for a naturally glowing skin - clinically tested**

OOZING WITH THE YUMMY GOODNESS OF:

♥ **Hero Ingredient - Indian Gooseberry**

♥ **Supporting Ingredient - Wild Rose Berries**

- 1 Helps tighten pores
- 2 Helps reduce excess sebum secretion
- 3 Controls shine on the skin providing a mattifying effect

- ♥ 100% women experienced that the product gets absorbed quickly into the skin*
- ♥ 100% women felt their skin to be less greasy & oily. Significantly reduces excess oil and provides oil control**

*As per clinical & consumer study. **Product Regime. Images shown are for representation purpose only.



ATTITUDE



attitude™

Be Bright Herbals

This range has a Face Wash, 2-in-1 Scrub & Mask, Day Cream and Night Cream, which helps protect the skin from damage caused by pollution and sun, keeping it bright and radiant.

**GREAT INGREDIENTS MAKE GREAT PRODUCTS.
NOW ENJOY BRIGHTER SKIN.**

Biosaccharide Gum provides pollution protection**

**#LUMISKIN™ Brightening Complex
gives visibly brighter skin in just 4 weeks***

Unique Herbal Blend gives wholesome care to the skin

- **Aloe Vera** moisturizes skin
- **Indian Pennywort** conditions and rejuvenates skin
- **Seabuck Thorn** acts as a powerful antioxidant
- **Sandalwood** detoxifies skin and clears dark spots

Each product also has a hero ingredient.

**This is not applicable for Attitude™ Be Bright Herbals Night Cream.
#LUMISKIN™ is registered trademark of Sederma SAS France. *When used in combination of Attitude™ Be Bright Herbals - Face Wash, 2-in-1 Scrub & Mask, Day Cream and Night Cream.



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ATTITUDE



MAKE SKIN BRIGHT AND CLEANSE AWAY POLLUTION, DIRT & IMPURITIES WITH

attitude™ Be Bright Herbals Face Wash

ENRICHED WITH **PAPAIN ENZYME**



Known to provide gentle exfoliation, making skin clean, soft, supple and free from pollutants.

Benefits

- Helps naturally exfoliate the skin, keeping it free from pollutants
- Visibly brighter skin in 4 weeks*
- 100% soap-free formula
- Helps detoxify the skin

BRIGHT RADIANT SKIN. GUARDED BY POLLUTION!

attitude™ Be Bright Herbals 2-in-1 Scrub & Mask

ENRICHED WITH **MULBERRY EXTRACT**



Known to provide antioxidant properties, evens skin tone, brightens skin.

Benefits

- Through gentle exfoliation, the biodegradable beads help remove impurities & dead skin cells, unclog pores, smoothen skin's surface, and reduce blackheads
- The clay-based formula tightens pores, soothes** & nourishes** the skin
- Visibly brighter skin in 4 weeks*
- Reveals clean, smooth, radiant, and glowing skin
- Detoxifies skin and guards from pollution

Images are for representation purpose only.

*When used in combination of Attitude™ Be Bright Herbals - Face Wash, 2-in-1 Scrub & Mask, Day Cream and Night Cream. **Ingredient benefits



BRIGHTEN SKIN AND PROTECT IT FROM SUN & POLLUTION WITH attitude™ Be Bright Herbals Day Cream

ENRICHED WITH **INDIAN KINO**



Known as an antioxidant, detoxifies skin, makes it bright and even-toned.

Benefits

- Pollution protection
- Gives sun protection with SPF 15/PA+++
- Helps detoxify skin and hydrates it
- Visibly brighter skin in 4 weeks*

ENJOY BRIGHTENED SKIN & FIGHT THE ILL-EFFECTS OF POLLUTION EVEN AT NIGHT WITH

attitude™ Be Bright Herbals Night Cream

ENRICHED WITH **MANGOSTEEN BUTTER**



Provides long-lasting emollience, hydrates and moisturizes skin.

Benefits

- Increases cellular detoxification, improves dermal strength and elasticity
- Visibly brighter skin in 4 weeks*
- Helps calm and soothen the skin
- Fights the ill-effects of pollution at night



*When used in combination of Attitude™ Be Bright Herbals - Face Wash, 2-in-1 Scrub & Mask, Day Cream and Night Cream.

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attitude™

SUNSCREEN CREAM

attitude™ Sunscreen Cream is designed with Dry Touch Formula that provides protection from harmful sun rays. With PA+++, SPF 30, avoid sun damage by protecting your skin from the harsh UV rays. Stay free from sunburns, premature skin aging, wrinkles and age spots. It helps you get out in the sun and do what you love.

attitude™

Incredibly Aloe Body Butter

Enriched with



Aloe Vera



Sesame Oil

It moisturizes and nourishes dry, dull and rough skin to make it butter smooth and soft. It further protects it from drying, chipping and getting scaly. It also calms and soothes the irritated skin to maintain comfort.

So, indulge in the softness of Aloe Vera Body Butter every day and feel the difference!

Images are for representation purpose only.

50%
ALOE
VERA



WASH AWAY YOUR WORRIES

attitude™ Clear Activ Pimple Control Face Wash

- Effectively cleanses
- Removes oily shine and stickiness
- Not overly drying
- Helps clarify skin by drying out existing pimples and restricting new break outs

With Triple Action Formula
for visibly reduced pimples in

3 days*

*As per internal study.

ATTITUDE

GLAM UP AND SHINE
THIS FESTIVE SEASON WITH OUR
COLORS FESTIVE COLLECTION!



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ATTITUDE



attitude™ colors range

Matte Lipsticks

Give your lips uniform coverage with our range of attitude™ Matte Lipsticks. It glides weightlessly on the lips leaving an intense color, get ultimate precision in one stroke without smudging.

1. Ruby Red
2. Cappuccino Brown
3. Playful Pink

Nail Enamels

Wave in style with our radiant and luminous colours. Quick-drying, chip-resistant, and rich in colour, these shades will make you stand out. Compliments are on your way!

1. Peppy Pink
2. Sparkling Sheen
3. Royal Red



Lipstick Travel Pack

attitude™ Lipstick Travel Pack is your ideal friend on the go. It comes

Matte Lipsticks:

1. Ruby Red
2. Playful Pink
3. Cappuccino Brown

Crème Lipsticks:

1. Majestic Maroon
2. Natural Nude
3. Mauve Magic

Crème Lipsticks

Paint the town crazy with our vibrant colours. With a creamy finish and high coverage on your lips, our range of attitude™ Crème lipsticks give you a popping look. It's available in 3 vibrant colours. So go ahead, flaunt those creamy, luscious lips. What's even better is that it's preservative-free.

1. Majestic Maroon
2. Natural Nude
3. Mauve Magic



ATTITUDE

Compact Powder

Attitude™ Compact - Medium/Light gives you the perfect flawless look with its powdery, oil-free, shine absorbing pressed powder. Its ultra-sheer texture is perfect for an amazing matte appearance. So choose between

Available in 2 shades -
Medium & Light



Actual shade may slightly vary from the shade shown in image. Images are for representation purpose only.



Festive Glam Eyeliner Kajal

3 in 1 Eyeliner Kajal; use it as a Kajal or an Eyeliner or smudge it for a smoky eye look with its in-built smudger. Comes in a retractable format with an in-built sharpener. Long-lasting[^], it ensures perfection with every stroke! Plus, this formula is:

Talc free | Paraben free | Mineral Oil free

✓ Ophthalmologically Tested

👁️ Does not cause irritation, watering or dryness of eyes*

🔥 Water Resistant*

[^]As per clinical and consumer perception studies ^{*}under study conditions
[^]As per clinical study conducted for Upto 6 hours of application. Images are for representational purpose only.

ATTITUDE