

# LACTO<sup>®</sup> CALAMINE

With several decades under its belt, Lacto Calamine can be said to be time tested. It has transcended generations and become an iconic brand, trusted by millions of loyal consumers. Having a strong legacy of caring for tender skin, it promises a clear matte look for those with an oily and combination skin type. Unlike other oil-based creams, Lacto Calamine is a water-based lotion with Kaolin clay, which absorbs excess oil giving a clear matte look. With years of experience and research on Indian skin, Lacto Calamine has become the Holy Grail for maintaining oily skin and tackling skin problems associated with oily skin. It is the No.1 water-based Calamine lotion for oil control in India. (Source: PEL CPD Analysis + AIOCD AWACS 2019).

## Market

In this technology driven day and age, the Indian cosmetic & skin-care retail industry is rapidly becoming one of the most dynamic markets in the FMCG space. It is witnessing a powerful community of 'skintelligent' consumers who are not only highly informed about products and their ingredients but

are increasingly shaping the market as well.

The rise of a more information seeking consumer is starting to impact the industry as a whole. With more access to information online, the consumer has higher expectations and demands products that perform and give results. This new generation of powerful 'skinfluencers' are super inquisitive – they investigate, research and educate themselves on ingredients before they make a purchase decision and also share

EVERY DAY  
**14,000**  
PEOPLE BUY A BOTTLE OF  
LACTO CALAMINE

their knowledge on social media.

As is the very nature of FMCG products, the number of competitors and alternatives is immense. In a market that's perennially hungry for the next advancement, innovations are the key and are driving the business forward. While skin care regimes about two decades ago revolved around home remedies, current rapid urbanisation and changing lifestyles have made people more cognizant of how they can and want to look with the help of skin care products that specifically suit their skin type.

Skin care has emerged as one of the most dynamic segments of the Indian cosmetic market. The size of the moisturisers and skin cream categories is at a huge 8,000 crore (Source: ACNielsen RMS June 2017) and has grown at an average 15% per annum over the last three years. This can be attributed to a number of factors,

including innovations in skin care products, rising awareness about healthy skin routines and the need for a real, long-term solution to skin problems that go beyond cosmetic cover-ups.

Over the years, the brand has garnered a fan following and just like a family heirloom, the open secrets of its benefits have been passed down from generation to generation. Today, Lacto Calamine has the highest share of requirement amidst problem solution brands in the face cream category (Household Panel Data – 2019).



## History

Brand Lacto Calamine first came to India several decades ago, riding on the portfolio of Duphar Interfran. In the early 1990s, it was bought out by Nicholas Piramal and is now vested in

Within this dynamic, busy and competitive category, Lacto Calamine from the Piramal Enterprises stable stands out as one of the most time tested, trusted and respected skin care brands that the skin care market has to offer. At a value of ₹47 crore (Source: PEL CPD estimates of shipments to retailers at consumer value) and more than two million users (Source: PEL CPD analysis of syndicate and custom researches) the brand has made its mark in India and in over eight other countries.

## Achievements

From the aspirational fair and smooth skin a decade ago, new age consumers are redefining beautiful skin as healthy and naturally glowing. With consumer narratives on skin care regimes revolving around a healthy diet, adequate water intake and use of natural products; Lacto Calamine has been led by experiences that people have had with it. Out of these incidents, Lacto Calamine has become a kind of an all-purpose lotion for skin problems related to oily skin. Consumers have used it effectively for everything ranging from treating rashes and blemishes to oily skin and breakouts like acne and pimples. It is this ubiquitous use that has propelled Lacto Calamine to its highest popularity ratings ever, across all ages and both sexes.

**LACTO CALAMINE**

**Are oil based creams making your skin more oily?**

Switch to Lacto Calamine



- Water Based Lotion with Kaolin Clay
- For Oil Control Daily

**Sawaal Karo  
Switch Karo**

Piramal Healthcare. In its earliest days, Lacto Calamine, a formulation containing zinc oxide and ferric oxide was used as an anti-pruritic – an anti-itching agent that could treat mild conditions caused by sun burn, eczema, rashes, chickenpox, insect bites and stings. It was also widely used as an antiseptic to prevent infections that could be caused by scratching affected areas and as an astringent. In fact, after several years of study, the US Food and Drug Administration announced on 2nd September 2008, that calamines were also effective in relieving symptoms originating from poisonous plants. Over the years, Lacto Calamine's, legacy of strong therapeutic value, makes it one of the most relied upon daily skin care lotions for oil control. Research suggests that 64% usage of Lacto Calamine is for oil control and 31% for improving acne prone skin which is a problem related to oily skin (PEL CPD commissioned custom research of online conversations in 2019)

Within the ever evolving skin care market, Lacto Calamine has not only carved out a strong niche for itself but has also continued to conventionally appeal to the greater Indian market.

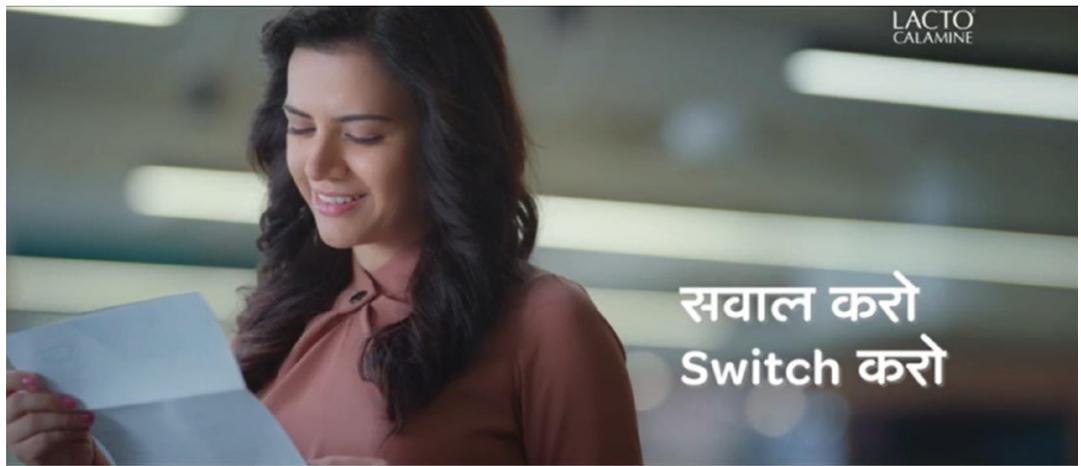
### Product

With several decades under it, Lacto Calamine can be said to be time-tested. It has transcended generations and can now proudly claim to be one of India's most recognised and trusted skin care brands. It has established itself and has now become the mainstay of the skin care industry.

The brand offers two variants of lotions – one for oily skin and an aloe-based offering for combination skin to normal skin. Lacto Calamine Lotion fortified with Kaolin Clay helps absorb excess oil. This prevents clogging of pores, leaving the skin clear, matte and problem free. The Aloe variant is specially developed for combination skin to absorb excess oil from the T-zone while providing hydrating benefits to the drier skin areas.

### Recent Developments

In a market that is increasingly moving towards a cosmetic, quick fix instant transformation, Lacto Calamine has built a tradition of long-lasting goodness for women who are confident and



believe strongly in do-good skin care products rather than merely feel-good products.

Over the years, Lacto Calamine has been, gently nudged from its ubiquitous appeal to a more elevated, specialised podium. In 2011, it was repositioned to occupy the nurturing goodness platform. The company established the brand as a one-stop preventive solution for all kinds of skin problems caused by external factors such as dust, dirt and pollution. Five years later, the position was given another twist; externalising the skin problems to internalising the reason behind it – oily skin.

Extensive consumer research done in 2018-2019, has further concluded that most people with oily skin are either washing their face several times each day or using hankies/wet wipes and tissues while outdoors, to remove the combination of oil, sweat and grime off their face.

There however, lies a consumer behavior paradox because these consumers are also using moisturisers, BB creams or fairness creams post washing their face as they are seeking higher order benefits like glowing skin, even skin tone, radiance etc. (Household Panel Data + Qualitative Researches; 2018-19).

The problem is that most of these creams are oil based which means that their application would be adding more oil to an already oily skin, aggravating associated problems like clogged pores, pimples, acne spots, blackheads etc. The overall effect is a feeling of loss of confidence and helplessness when it comes to managing oily skin and its associated problems.

Contrary to other oil-based creams, Lacto Calamine is a non-greasy, water-based lotion that offers a light weight texture. The Kaolin Clay in Lacto Calamine keeps excess oil absorbed and prevents clogging of pores. This helps keep problems like acne, pimples, blackheads, dark spots and blemishes away. For a consumer with oily skin, Lacto Calamine is the Holy Grail of face lotions with respect to long lasting oil control.

A new communication was created that nudges a consumer to think about a product's skin type suitability by questioning, "Are oil based creams making your skin more oily?" The recently launched TVC takes on this introspective tone on one of society's most globally prevalent, yet under-addressed issue of gender pay gap. Just like differential pay for a job that involves gender-neutral skill sets is a counter-intuitive reality that deserves correction – using an oil-based cream on an oily skin type is counter-productive and a 'Switch' is the need of the hour. Consumers are navigated through the parallel story in the ad to think about how

– things get better only when one introspects and questions. Switch to Lacto Calamine – a water-based lotion that provides oil control for a clear matte look.

### Promotion

In the recent past, Lacto Calamine has focused on coastal markets, which by their very geography, have a tendency to accentuate oily-skin problems. Exploiting its pay-off line – Oil Control for a Clear Matte Look – Lacto Calamine, using the powerful local TV and digital media as its main vehicles of communication, has positioned itself as the ultimate solution for consumers with oily skin.

To give this effort greater momentum, the brand also deployed the use of skin tester strips amongst promoters at Modern Trade outlets, which would enable consumers to learn about

**LACTO CALAMINE** Know your Skin type.

their skin type within seconds. This not only gave the audience, a first-hand exposure to the brand but also helped them take a more empowered purchase decision, basis skin-type product suitability.

### Brand Values

Over the years, Lacto Calamine has championed the cause of substance over superficiality. With its roots deeply ingrained in providing a problem-free skin, Lacto Calamine has demonstrated the value of trust and helped people become more confident, self-assured and poised.

**LACTO CALAMINE** Piramal

Oil control for a clear matte look.

Oil based creams make your skin more oily. Switch to Lacto Calamine. The only water based lotion with Kaolin clay that absorbs excess oil.

#SawaalKaroSwitchKaro

LACTO CALAMINE Oil Balance Kaolin Clay Therapy

USE PROMO CODE TO GET DISCOUNT ON NYKAA

### Things you didn't know about LACTO CALAMINE

- \* Every day, 14,000 people buy a bottle of Lacto Calamine
- \* Every minute, ten units of Lacto Calamine are sold across India
- \* If all packs of Lacto Calamine sold in a year were laid out end-to-end they would nearly cover the entire length of National Highway 3 – from Mumbai to Delhi
- \* Lacto Calamine has over 3,00,000 male users
- \* Kaolin, a unique ingredient is actually a form of clay. It has superb absorbent properties and is known for its natural healing and therapeutic properties

[lactocalamine.in](http://lactocalamine.in)