

## *Getting healthy just got tastier with Colorbar's newly launched Miracle Gummies*

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Colorbar launches miracle gummies as solutions for glowing clear skin, healthy nails, and weight loss Mumbai, 1st November 2022: Colorbar, one of India's leading cosmetic brands, has recently launched miracle gummies as part of its wellness range. Focusing on a holistic approach towards health and beauty, the new offering has five variants fulfilling diverse needs - Hey Gorgeous! (For glowing skin), Wow Skin (For cleansed skin), Love is in the Hair (For hair), Love your body (For lean body), and Blissful Body (For probiotic body). The idea is to promote a healthy and balanced lifestyle in the fast-paced environment through these vegan, gelatin-free, zero-pesticides with no artificial color supplements. Speaking on the launch, Samir Modi, Managing Director, and Founder, Colorbar Cosmetics, said, "Colorbar has been redefining the beauty space in India with products and services that stand out and never fail to wow. As the age-old wisdom says that the right nutrients bring a transformation from within and at Colorbar, we believe in beauty inside out. Driven by the philosophy of 'Made for Magic' we wish to take the magic Colorbar stands for in the wellness category and wish to celebrate this holistic approach to health and beauty."

Having carved a niche as an innovative brand with formulations that match international standards, the new range starts from 699 and focuses on using the right nutrients that bring a transformation from within. Enriched with the goodness of Vitamin C, Vitamin E, and Zinc, along with special extracts, the range caters to

each individual's needs.

With one Miracle Gummy, post-meal it:

? Increases skin moisture, reduces signs of aging, and boosts collagen levels in the skin

? Reduces acne scars and cleanses the skin

? Prevents hair loss, assists in hair growth, and helps strengthen brittle nails

? Manages weight, triggers metabolism, and lowers cholesterol

? Regulates appetite, improves digestion, and prevents bloating

About Colorbar

Colorbar believes that it is everyone's birthright to express themselves and unleash the magic that lies within. It takes the liberty to dive into a world of magic with confidence, and reveal your inner thoughts, ideas and dreams through beauty and style for all. The unswerving idea behind 'You and Colorbar are Made for Magic' is for one to build limitless possibilities and extravagantly evolve with flair, drama, and irresistible charm. While the brand's philosophy gravitates towards the purpose of empowering every soul, and every gender and celebrating all in their own eccentric elements, the 8-pointed Colorbar star, the mnemonic, points towards the direction that represents absolute freedom, resonating with the symbol of the formidable power of magic.

Born and raised in India, Colorbar forayed into the beauty industry looking for creative formulas to bring an unparalleled experience to its consumers. The brand follows the belief of - change being the only constant, and ensures that it leads with quality every step of the way. The brand also signifies the promise of being your truest self, unapologetically. With the essence of gender neutrality and inclusivity at its heart, Colorbar envisions a world full of beauty and originality. Colorbar has a comprehensive range of innovative products to address each one's unique needs.

These products are curated and packaged in France, Germany, Italy, Korea & the

United States of

America, to deliver brilliant colors, luxurious textures, and effective results. All products are ISO certified,

100% cruelty-free and conform to US, EU, UK & Japan FDA standards.

The brand holds a strong geographical footprint in the country - 100+ exclusive stores, 1300+ multi-brand outlets, and partner chains like Shoppers Stop, Lifestyle, New U, and Pantaloons. To cater to one's needs more conveniently, Colorbar's products are available on the website – [www.colorbarcosmetics.com](http://www.colorbarcosmetics.com) and partner websites that include Nykaa, Amazon, Myntra, Purple, Flipkart, and more.