



## **Bollywood diva Karisma is inspiring women to go 'Back to beautiful skin'**

**Reveals how her own comeback to looking the same was not easy; yet keeping her skin beautiful was with Olay Total Effects !**

1. With each life stage, women's skin needs change. These different changes in the skin are actually signs of ageing. Olay Total Effects fights the 7 signs of ageing to give younger looking skin through each different life stage.
2. The comeback to still looking the same after marriage and pregnancies is not easy; but keeping your skin looking young & beautiful is easy with Olay Total Effects
3. Olay Total Effects is a one-stop solution to fight all 7 signs of ageing - dark spots, dullness, lines & wrinkles, dryness, uneven skin tone

**Mumbai, 2012: Looking better than ever before as she returns to the silver screen after her second baby,** Karisma Kapoor says that looking just as young and beautiful as her last movie – has been far from easy. Having said that, the only thing she found easy to do was fighting the signs of ageing on her skin with Olay Total Effects. She encourages Indian women to fight the signs of ageing with an early skincare regime so that so that even if life changes at every stage; skin continues to be as beautiful as ever.



Woman's skin & its needs change with every new life stage be it marriage, pregnancies, work pressures or any other demanding experiences. With every added responsibility, the strain starts to show on her face. Olay Total Effects helps her skin fight the 7 signs of ageing so that her skin continues to look young despite other changes in life which takes a toll on her skin

**Talking about her comeback, Karisma Kapoor, Olay Total Effects believer says,** “As a celebrity, everyone expects me to look good all the time and what's more, they believe that it is really easy for us. Contrary to what you may think, it really is not magic that makes your favorite faces on screen look beautiful over the years. Behind the seamless-looking 'comeback' in Bollywood, there is strong commitment & some tough choices. Even I had to work really hard on whether it was losing all the extra weight that tags along with two pregnancies, watching my diet every hour of the day, going for birthday parties but not indulging in cake or be it just giving up on sugar. Looking the way I had looked once was an uphill task. On the flip side, having said that, thankfully skin was the least of my worries

courtesy Olay Total Effects. It is my one-stop solution towards fighting against all 7 signs of ageing!”

### **Karisma’s skin Care Regimen:**



- **Step 1:** First, I start off with Olay Total Effects Foaming Cleanser which cleanses and revitalizes my skin
- **Step 2:** Special treatments like a serum perk your skin up to give it some extra goodness. I like Olay Total Effects Anti-ageing Serum, it has high concentration & it takes literally 5 seconds to apply, you can actually notice visibly smoother skin, more even skin tone and texture.

Olay Total Effects Anti-ageing Eye Cream is for specialized eye area to wipe out signs of aging such as dark circles, crow’s feet and fine lines.

- **Step 3:** Next, I apply Olay Total Effects Day cream. Hydration is very important and I usually apply this twice a day on my skin. I usually begin at the neck, move up the neck, across the cheeks and finish at the forehead.

The specialized night cream hydrates the skin & prepares you for a good night’s sleep.

### **About Olay Total Effects**

Olay Total Effects skincare range was designed for women who are not only concerned about the appearance of signs of ageing but who are seeking solutions which multi-task i.e. deliver results on multiple signs of ageing. The secret behind Total Effects’ enduring success is VitaNiacin, a complex of anti-ageing ingredients which provide multiple anti-ageing benefits to help skin regain its radiant, youthful glow and to fortify itself against the signs of ageing. A range of products are available that includes Olay total effects anti-ageing Cleanser, Day cream with SPF, under eye cream, face serum and Night cream.

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