

Fair & Handsome's new formulation

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Emami Ltd said on Monday that its Fair and Handsome fairness cream will soon have new product formulation and packaging with more detailed information on the pack. The formulation, Emami claimed, has the ability to "penetrate up to 20 layers deep into men's skin to deliver five powerful actions" in three weeks. It also has, according to a statement, a 'sweat absorption technology'. A new marketing campaign incorporating changes in the product will be on air this month through TVC featuring Shah Rukh Khan. OUR BUREAU