

LACTO[®] CALAMINE

Brands age over time. Lacto Calamine has simply grown younger. From caring for tender skin several decades ago it now tackles skin problems associated with oily skin. The brand has also extended its franchise and now offers an oil control formulation for oily and combination skin, a sunscreen lotion and a U.S. Patented anti-aging cream. With years of experience and research on Indian skin and millions of satisfied consumers across generations, Lacto Calamine has come to be known as the final destination for controlling oily skin. The brand commands 83% of the calamine market in India. (Source: ACNielsen RMS 2011).

Market

No one can say with any degree of authority how far back does beautifying oneself date. Evidence that has been dug up would suggest that it dates back several tens of thousands of years – long before the Egyptian empires came into existence and possibly as far back as the Stone Age.

Early Homo sapiens made themselves up with adornments that feature everything from sabre tooth pendants to herbal pastes and perfumed oils to extracts from roots and barks. From its earliest peripatetic days, the worldwide cosmetics industry is now a trillion dollar business.

In India, however, the organised industry is confined to sharply defined pockets, while the cottage industry rules over rural markets. Over the last 20-odd years particularly, the Indian cosmetic retail has witnessed strong growth and has emerged as one of the leading industries, harbouring a massive potential for future growth. As is the very nature of FMCG products the number of competitors and alternatives is immense. In a market perennially hungry for the next advancement, innovations are the key and are driving the business forward. It is the ultimate irony that an industry based on beauty and aesthetics is a veritable battleground for competitive warfare.

What is driving this business forward is the rapid urbanisation, changing lifestyles and spreading consumer awareness. Today, people have become more conscious of how they can and want to look. Skin care has emerged as one of the most dynamic segments of the Indian cosmetic market. The moisturisers and skin cream categories size in at a huge ₹7000 crore (Source: ACNielsen RMS June 2012) and have grown at an average 22% per annum over the last three years. That's growth never seen

for the runaway growth India is registering: rapidly escalating disposable incomes and a climate supportive of skin care products.

Within this dynamic, busy and competitive category, Lacto Calamine from the Piramal Enterprises stables stands out as one of the most time-tested, trusted and respected brands that the skin care market has to offer. At over ₹60 crore (Source: ACNielsen RMS June 2012) in turnover and more than a million users (Source: IRS 2010) the brand has made its mark in India, South East Asia and several countries in the West.

Achievements

Lacto Calamine has been led not by any targeted positioning but by experiences 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 oily skin and breakouts like acne, pimples, rashes and blemishes. It is this ubiquitous use that has propelled Lacto Calamine to its highest popularity ratings ever, across all ages and both sexes.

Over the years, the brand has garnered a fan following and like a family heirloom the open secrets of its benefits have been passed down from generation to generation.

Today, in the calamine market it commands a market share of 83% (Source: ACNielsen RMS 2011).

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 Piramal Healthcare.

In its earliest days, Lacto Calamine, a

in developed markets and rarely, if ever, seen in most verticals in evolving countries.

Like any other industry today, rapid advances have resulted in a new age for cosmetic and skin care products with newer improvements around every corner. Rising awareness about their benefits and the advancement in medical technology with safe and effective procedures has made the skin care market a high-growth one. However, there are two other compelling reasons

formulation containing zinc oxide and ferric oxide was used as an antipruritic – 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, despite its strong therapeutic leanings, has taken its rightful place amongst the better skin care brands of India. It has successfully transformed into a must-have product across diverse dressing cabinets as a daily skin care product rather than merely a problem-solution therapy. This has widened its market significantly, opening up many avenues for expansion. Thus, with the evolution of the market, Lacto Calamine itself has undergone a metamorphosis, becoming more conventionally appealing to the greater Indian market.

From being an astringent and an antipruritic, Lacto Calamine has come a long way and is now increasingly regarded as an essential daily skin care product for oily skin.

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 skin care brands. It has established itself and has now become the mainstay of the skin care industry.

The brand offers two variant for oil control – one for oily skin and an aloe-based offering for combination skin. Lacto Calamine Oil Control is a water-based lotion with a tri-action formula for consumers with oily to normal skin. It helps absorb excess oil and unclogs pores leaving a problem-free skin that radiates good health. Lacto Calamine Aloe is especially developed for combination skin to absorb excess oil in the T-zone and hydrate dry skin areas.

Recent Developments

In a market that has moved to a cosmetic, quick fix, instant transformation makeover, Lacto Calamine has built a tradition of long-lasting goodness for women who are confident and contemporary.

Over the years, Lacto Calamine has been gently nudged to a more elevated, specialised podium from a general feel-good one. 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.

Three years later, the position was given another twirl: externalising the skin problems to internalising the reason behind it – oily skin. Extensive



consumer research suggested that most people were either washing their skin several times each day to remove the oil or would layer their faces with makeup or fairness creams. The problem was that most creams were oil-based. This simply meant that their application was adding more oil to the already oily skin. This led to more skin problems and sudden breakouts. The overall effect was grim: loss of confidence and a feeling of helplessness.

Lacto Calamine, on the other hand, wasn't oil-based. Its water-based lotion was non-greasy and offered a light texture. Thanks to its kaolin clay, which absorbed excessive oil, Lacto Calamine helped keep skin pores open and gave the face an oil-free, matte look. The added spin-off, of course, was that this prevented the flaring up of skin problems such as acne, pimple and breakouts.

The new communication *chahre pe saaf likha hai* drives the core message of an oil-free look resulting in a confident, true self.

The other variant, Lacto Calamine Aloe is meant for a combination skin. Apart from kaolin clay, it also has aloe vera that normalises the combination skin by absorbing excess oil in the oily T-zone and hydrating dry skin areas.

With the complete repositioning of the two Lacto Calamine variants the company re-launched its sunscreen brand Lacto Calamine Sunshield keeping oily skin consumers in mind. The newly formulated Sunshield has oil control properties which keep the skin oil- and sweat-free.



Promotion

In the recent past, Lacto Calamine has focussed on coastal markets

which by their very geography have a tendency to accentuate oily-skin problems. Exploiting its pay-off line *chahre pe saaf likha hai* Lacto Calamine has positioned itself as the ultimate solution using the powerful local media as its main vehicle of communication.

To give this effort greater momentum, the brand has also reached nearly 4 million consumers through sampling. This has given the audience a first-hand exposure to the brand helping them take a more empowered purchase decision.



Brand Values

Over the years, Lacto Calamine has championed the cause of substance over superficiality. With its roots deeply ingrained in providing an oil-free, problem-free skin, it has defied the stereotype of being obsessed with one's looks.

Using all its experience of the Indian market it has demonstrated the value of trust and helped people become more confident, self-assured and poised.

Things you didn't know about LACTO CALAMINE

- ▶ Every day 40,000 people buy a bottle of Lacto Calamine
- ▶ 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 300,000 male users
- ▶ Kaolin, a unique ingredient is actually a form of clay, has superb absorbent properties and is known for its natural healing and therapeutic properties
- ▶ Calamine is a compound of zinc oxide and ferric oxide. It has anti-inflammatory and antiseptic properties. It is used to treat skin irritation, sun burns, blemishes and reduce the severity of acne breakouts