

LupinLife to launch Corcal Bone & Beauty at LFW

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LupinLife's Corcal Bone & Beauty announces a collaboration with Lakme Fashion Week to celebrate #beautifulstrong women across India at the upcoming Lakme Fashion Week Summer/Resort 2019 edition. Marking its launch in India, the Corcal Bone & Beauty show will bring strong and beautiful women to walk the ramp through an online audition for women across India.

Anil V Kaushal, Head, LupinLife Consumer Healthcare said, "It's often seen that Women's health doesn't receive the attention it deserves. With demanding and multifaceted roles, from homemakers to working women, women's health usually takes a back seat. Corcal Bone & Beauty is true health and beauty partner of all women which helps them prioritize health – focusing on being healthy within to stay beautiful."

"Everyone is beautiful the way they are but only good health from within can help stay that way. To create awareness about the link between inner health and beauty, we are delighted to partner with Lakme Fashion Week to showcase a very beautiful collection by designer Rina Singh of Eka as well as have women tell their stories of inner strength and beauty", he added.

Calcium deficiency is quite prevalent amongst the Indian women and more over with age there is a gradual erosion of good health affecting appearance of hair, skin and nails. All this gets pronounced particularly post pregnancy up to and beyond menopause. Corcal Bone & Beauty is a calcium supplement for women that helps strengthen bones along with healthy hair, skin, nails and teeth. It is available in a pack size of 10 easy-to-consume mini-tabs, at all leading pharmacy stores and e-commerce sites.