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# La Pink introduces microplastic free formulations in skincare category

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**La Pinkâ??s range currently contains 17 products that are available in Delhi NCR, Karnataka, Punjab, Haryana, and Madhya Pradesh**



Gurugram-based startup La Pink has introduced innovative 100% microplastic-free skincare formulations for the first time in the country. La Pink's ground-breaking products have been created by French experts after months of R&D with unique and natural ingredients imported from France, USA, and Switzerland.

According to a study, microplastics are one of the most harmful and common ingredients found in skin care products. 9 out of 10 beauty products contain microplastics, often used as binding agents, that are unsafe for use.

Looking to upturn the trajectory of India's colossal, fast-growing beauty industry, La Pink's unique products contain White Haldi. A powerful ingredient that's renowned for its anti-inflammatory and antiseptic properties, White Haldi works actively to reduce hyperpigmentation, is a natural exfoliant, and a natural moisturiser.

Targeting the age groups of 18-35, La Pink currently has 17 skincare products in its range and will be launching more in hair and personal care in the coming months. The brand's products are available on its official website, Amazon, and Flipkart online and in retail stores in Delhi NCR, Madhya Pradesh, Punjab, and Haryana. The brand will soon launch in all other marketplaces and geographical regions as well.