

PROJECT WORK

PROJECT WORK TITLE :- COMPREHENSIVE DIGITAL MARKETING FOR KAY BEAUTY

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Introduction to Digital Marketing for Kay Beauty

In the rapidly evolving beauty industry, **Kay Beauty** has successfully carved a niche for itself by embracing digital marketing to engage with a diverse and style-conscious audience. With the rise of social media platforms, influencer collaborations, and e-commerce, digital marketing has become an essential tool for promoting Kay Beauty's core message of inclusivity, authenticity, and high-performance beauty products.

Through strategic use of various digital channels—such as Instagram, YouTube, and e-commerce websites—Kay Beauty connects with beauty enthusiasts by showcasing products that cater to all skin tones and types. The brand's marketing approach focuses on visually appealing content, user-generated reviews, influencer partnerships, and interactive campaigns, all designed to enhance customer experience and loyalty.

By leveraging SEO, social media marketing, content marketing, email marketing, and influencer collaborations, **Kay Beauty** continues to strengthen its digital presence and reach a global audience. The goal is to not only promote products but to build a community that celebrates beauty in all its forms.

Kay
Beauty



Research brand identity

Kay Beauty, co-founded by Bollywood actress Katrina Kaif in partnership with Nykaa in 2019, has established a distinctive brand identity centered on inclusivity, diversity, and accessibility. (Wikipedia)

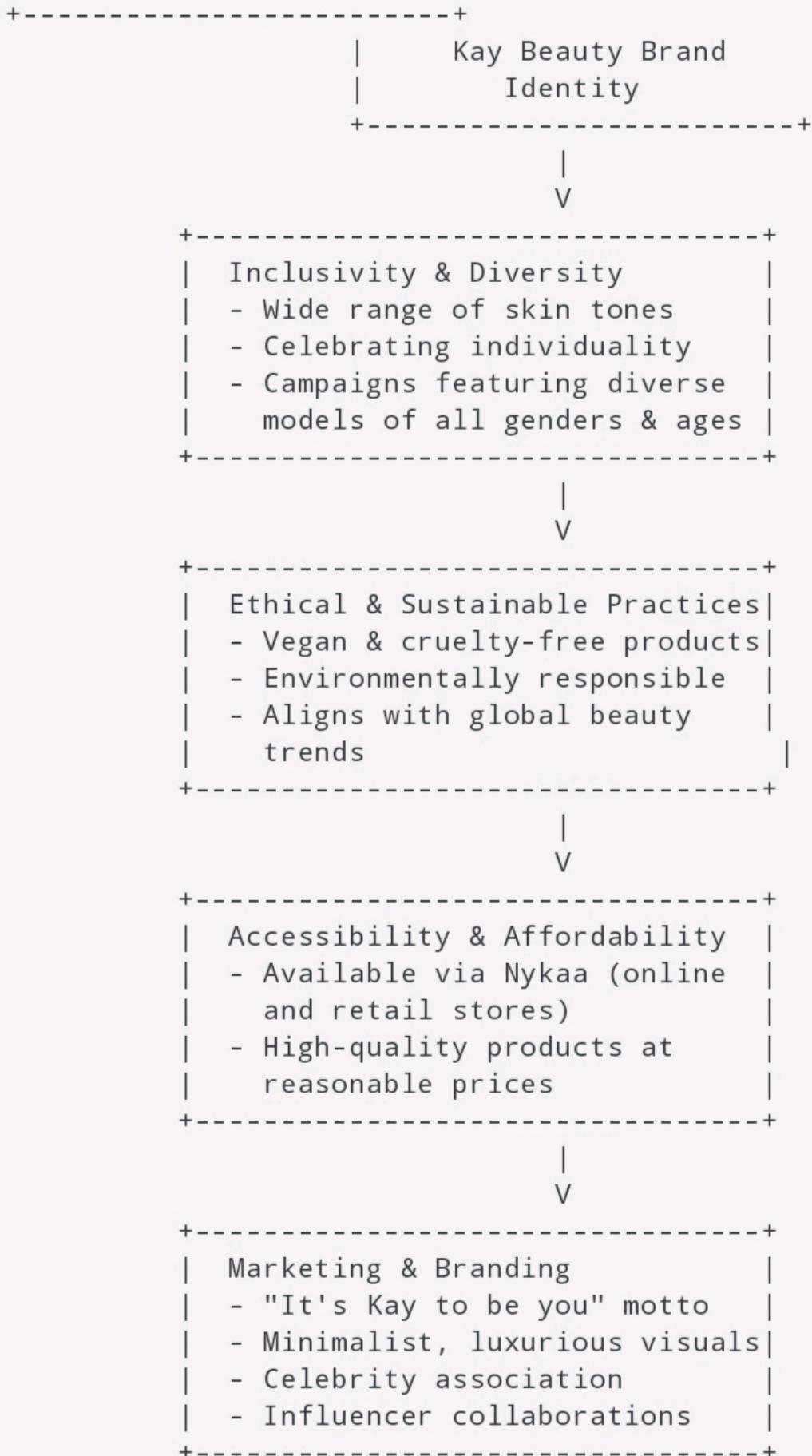
Inclusivity and Diversity: From its inception, Kay Beauty has prioritized catering to a wide array of skin tones and types, challenging traditional beauty norms. The brand's motto, "It's Kay to be you," reflects its commitment to celebrating individuality and ensuring that makeup is approachable for everyone. Marketing campaigns have featured individuals of varying identities, genders, and ages, further emphasizing this inclusive approach. (LinkedIn, SocialSamosa)

Sustainability and Ethical Practices: Kay Beauty positions itself as a sustainable and ethical brand, offering vegan and cruelty-free products. This commitment appeals to environmentally conscious consumers and aligns with global shifts towards more responsible beauty practices.
(Marketing Monk)

Accessibility and Affordability: By partnering with Nykaa, a leading beauty retailer, Kay Beauty ensures widespread availability of its products both online and in physical stores. The brand offers high-quality products at affordable price points, making premium beauty accessible to a broader audience. (Marketing Monk)

Through its focus on inclusivity, ethical practices, and accessibility, Kay Beauty has carved out a unique and resonant identity in the competitive beauty industry.()

Kay Beauty's Brand Identity Strategy





Competitor analysis

Kay Beauty, co-founded by Bollywood actress Katrina Kaif and Nykaa in 2019, operates in India's competitive beauty and cosmetics market. Here's an overview of its primary competitors:(Apollo)

1. Mamaearth

- *Overview:* An Indian brand focusing on natural and toxin-free personal care products.()
- *Product Range:* Skincare, haircare, and baby care products()
- *Market Position:* Recognized for its eco-friendly and safe formulations.()

2. MyGlamm

- *Overview:* A beauty brand under the Good Glamm Group, offering a wide range of cosmetics.(Wikipedia)
- *Product Range:* Makeup, skincare, and personal care products.(Wikipedia)
- *Market Position:* Known for integrating content and commerce, leveraging digital media to engage consumers.(Wikipedia)

3. SUGAR Cosmetics

- *Overview:* An Indian cosmetics brand targeting modern women.()
- *Product Range:* Makeup products, including lipsticks, eyeliners, and foundations.()
- *Market Position:* Popular for its trendy products and vibrant packaging.()

3. SUGAR Cosmetics

- *Overview:* An Indian cosmetics brand targeting modern women.()
- *Product Range:* Makeup products, including lipsticks, eyeliners, and foundations.()
- *Market Position:* Popular for its trendy products and vibrant packaging.()

4. Kiro Beauty

- *Overview:* A clean beauty brand offering vegan and cruelty-free products.(LBB)
- *Product Range:* Makeup products like lipsticks, eyeliners, and foundations.()
- *Market Position:* Emphasizes long-lasting and skin-friendly formulations. (LBB)

5. Nykaa Cosmetics

- *Overview:* The in-house beauty brand of Nykaa, offering a diverse range of products.(Wikipedia)
- *Product Range:* Makeup, skincare, and personal care items.(Wikipedia)
- *Market Position:* Leverages Nykaa's extensive e-commerce platform for distribution.(World Branding Forum)

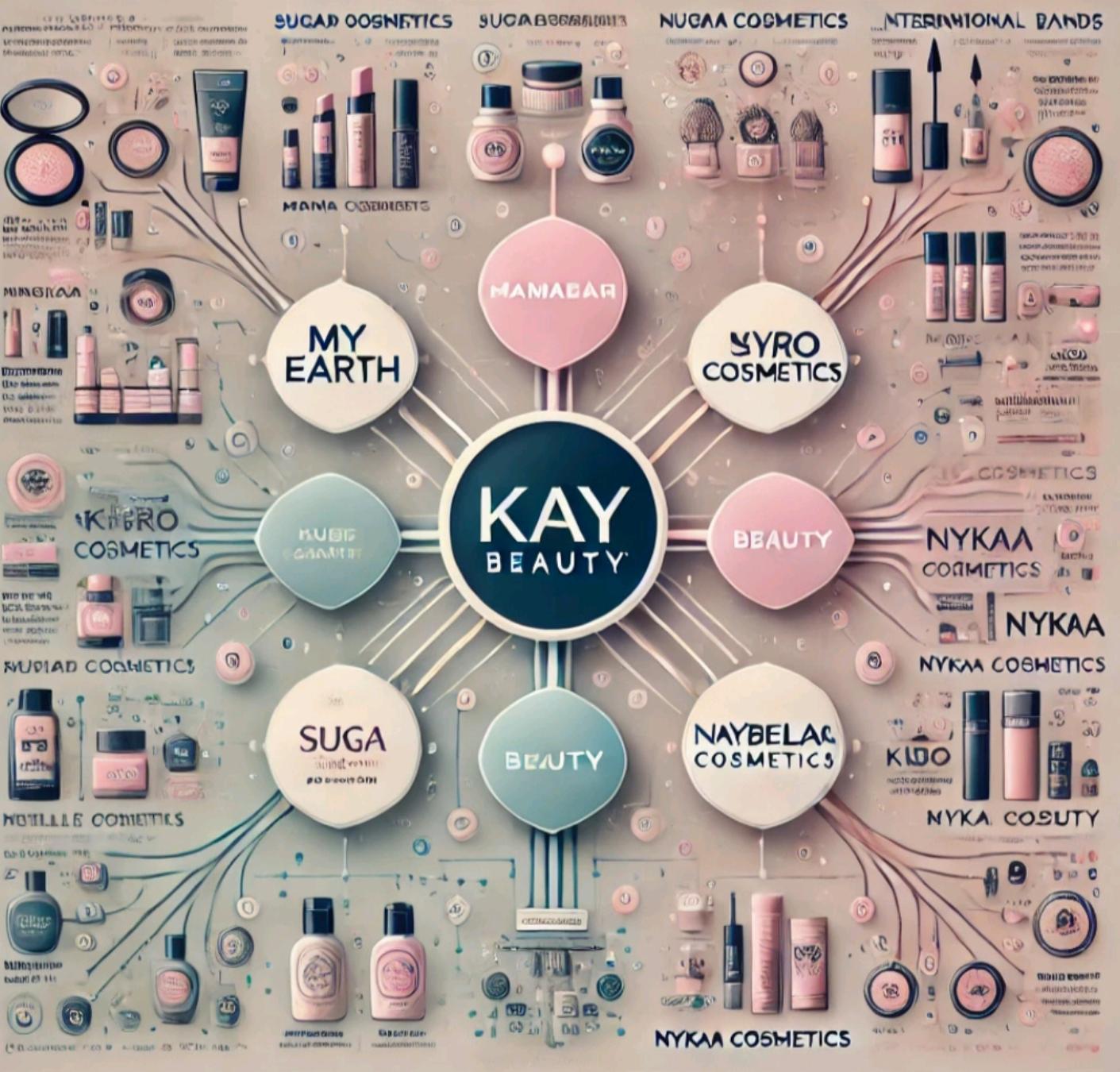
6. International Brands

- *Overview:* Global brands like Maybelline, L'Oréal, and Huda Beauty have a significant presence in India.()
- *Product Range:* Comprehensive beauty and personal care products.()
- *Market Position:* Known for their global standards and wide product availability.()

COMPETITOR ANALYSIS



COMPETITOR ANALYSIS



Buyer's / Audience Persona for Kay Beauty (Indian Makeup Brand by Katrina Kaif)

1. Demographic Profile:

- **Age:** 18 – 35 years
- **Gender:** Predominantly Female (though some male consumers interested in makeup may also be included)
- **Location:** Urban and semi-urban areas in India; Major cities like Mumbai, Delhi, Bangalore, Kolkata, Pune, Hyderabad, and Chennai.
- **Income Level:** Middle to Upper-middle class (Monthly income: ₹30,000 – ₹1,00,000+)
- **Occupation:** College students, Working professionals, Social media influencers, Makeup artists, Beauty enthusiasts.

2. Psychographic Profile:

- **Personality:** Confident, Glamorous, Style-conscious, Ambitious.
- **Values:** Self-expression, Authenticity, Quality over quantity, Inclusivity.
- **Lifestyle:** Busy, Socially active, Brand-conscious, Prefers convenience (online shopping).
- **Hobbies & Interests:** Makeup, Fashion, Social media trends, Fitness, Skincare, Celebrities.

3. Behavioral Profile:

- Buying Motivation:**

- Inspired by Katrina Kaif's image of natural beauty and elegance.
- Preference for high-quality, cruelty-free, and long-lasting makeup.
- Seeking products that enhance natural beauty and provide versatility for daily and glam looks.

- Buying Concerns:**

- Price sensitivity (for students and younger buyers).
- Product suitability for different Indian skin tones.
- Availability of products (prefer online and retail availability).

- Shopping Platforms:**

- E-commerce platforms (Nykaa, Amazon, Myntra).
- Retail stores (Nykaa stores, Shopper's Stop, etc.).

- Decision-Making Process:**

- Research through social media reviews, influencer recommendations, and user reviews.
- Comparing products before purchase, especially for higher-priced items.

4. Pain Points:

- Difficulty finding makeup that suits Indian skin tones.
- Concerns about product longevity and skin sensitivity.
- Confusion due to overwhelming makeup options in the market.

5. Marketing Channels:

- **Social Media Platforms:** Instagram, YouTube, TikTok, Facebook.
- **Influencer Marketing:** Collaborations with beauty influencers and makeup artists.
- **Celebrity Endorsement:** Leveraging Katrina Kaif's brand association.
- **Beauty Blogs & Reviews:** Featuring products on popular beauty and lifestyle blogs.

6. Brand Message:

"Makeup that enhances your natural beauty and fits seamlessly into your lifestyle. Beauty that's inclusive, authentic, and timeless."

Would you like me to help you turn this into a polished presentation or marketing strategy?



SEO Audit

Performing an SEO audit for Kay Beauty's website involves a comprehensive analysis of various factors that affect its visibility in search engines. An effective audit can identify areas for improvement and help enhance the site's performance. Here's a structured approach to conducting the audit:(Wikipedia)

1. Technical SEO Examination

- **Website Accessibility:** Ensure that search engine crawlers can access and index the website without issues. This includes checking the robots.txt file and XML sitemaps.()
- **HTTPS Implementation:** Verify that the site uses HTTPS to secure user data and improve trustworthiness.()
- **Site Speed:** Assess the website's loading speed, as faster sites provide better user experiences and are favored by search engines.()

2. On-Page SEO Elements

- **Title Tags and Meta Descriptions:** Ensure that each page has unique and descriptive title tags and meta descriptions that include relevant keywords.()
- **Header Tags (H1, H2, H3, etc.):** Check that header tags are used appropriately to structure content and highlight key topics.(Hostinger)
- **Content Quality:** Evaluate the relevance, originality, and engagement level of the content. High-quality content can improve rankings and user retention.()

3. Mobile Responsiveness

- **Responsive Design:** Confirm that the website is mobile-friendly and adapts to various screen sizes, as mobile usability is a ranking factor.()

4. Backlink Profile

- **Quality of Backlinks:** Analyze the site's backlinks to ensure they come from reputable sources. High-quality backlinks can boost authority and rankings.()

5. User Experience (UX)

- **Navigation and Usability:** Assess the site's navigation structure to ensure users can find information easily.()
- **Engagement Metrics:** Review metrics like bounce rate and average session duration to gauge user satisfaction.()

6. Local SEO (if applicable)

- **Local Listings:** Ensure the business is listed accurately on local directories and Google My Business.()
- **Localized Content:** Incorporate local keywords and content to attract regional customers.()

Flowchart Title: SEO Audit Process for Kay Beauty

1. Start



2. Technical SEO Examination

- Website Accessibility
- HTTPS Implementation
- Site Speed



3. On-Page SEO Elements

- Title Tags & Meta Descriptions
- Header Tags (H1, H2, etc.)
- Content Quality



4. Mobile Responsiveness

- Responsive Design Check



5. Backlink Profile

- Quality of Backlinks



6. User Experience (UX)

- Navigation & Usability
- Engagement Metrics



7. Local SEO (if applicable)

- Local Listings
- Localized Content



8. Recommendations & Improvements



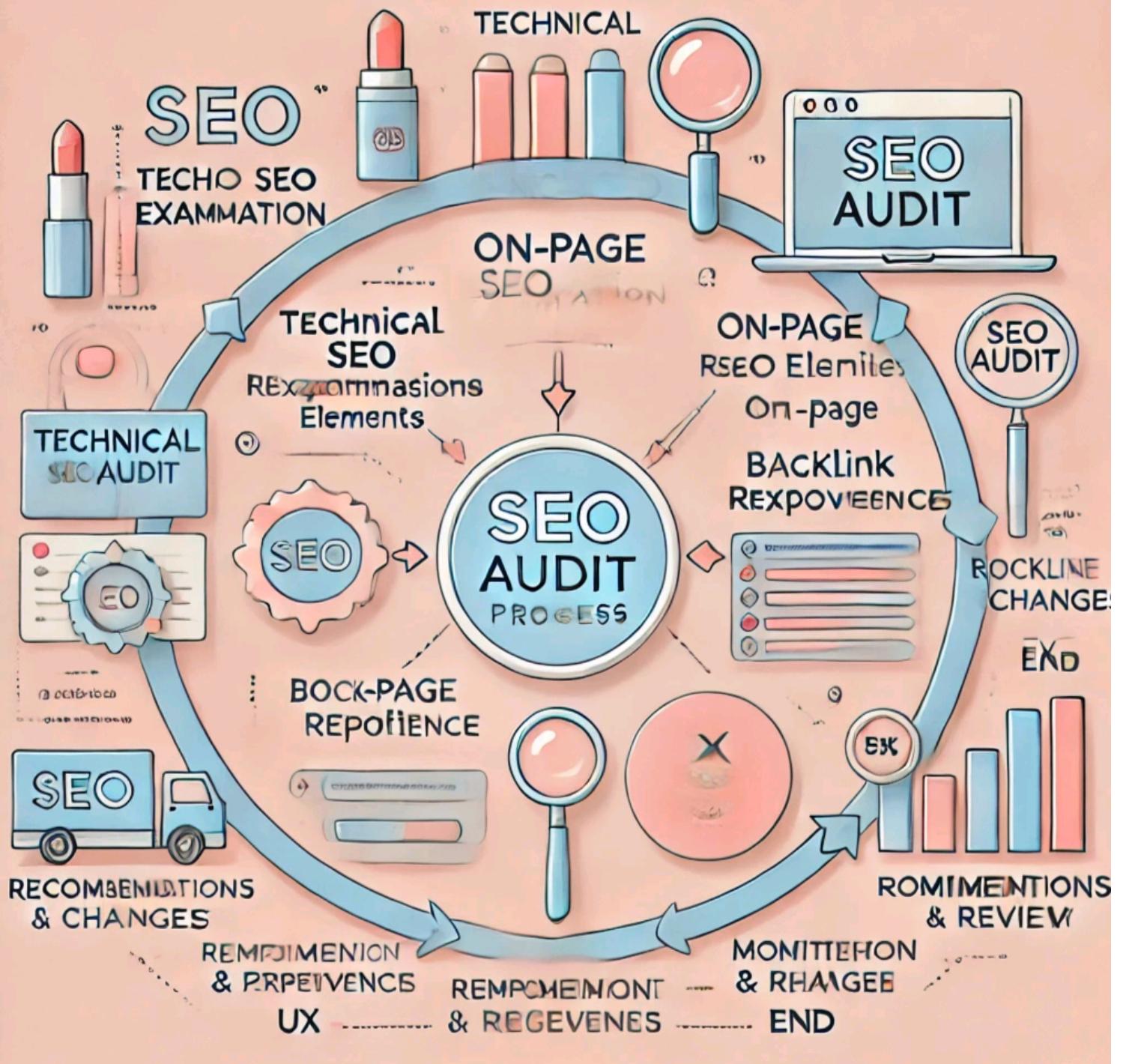
9. Implement Changes



10. Monitor & Review



11. End



keyword Research

Kay Beauty, founded by Bollywood actress Katrina Kaif, offers a diverse range of beauty products, including foundations, lipsticks, eyeliners, eyeshadows, blushes, highlighters, and kajal. To enhance the online visibility of Kay Beauty products, conducting targeted keyword research is essential. Here are some strategies and keyword suggestions:(My WordPress Website)

1. Brand-Specific Keywords: Focus on keywords that directly reference Kay Beauty products. Examples include:()

- Kay Beauty foundation(My WordPress Website)
- Kay Beauty lipstick shades()
- Kay Beauty kajal reviews(My WordPress Website)
- Katrina Kaif beauty line()

2. Product Category Keywords: Target keywords related to the specific categories of products offered by Kay Beauty:()

- matte liquid foundation(AdTargeting)
- long-lasting lip crayon(Reddit)
- smudge-proof eyeliner(Reddit)
- high-pigment eyeshadow palette()

3. General Beauty Keywords: Incorporate broader beauty-related keywords to attract a wider audience:()

- best makeup products in India(AdTargeting)
- top cosmetic brands()
- affordable beauty products(Media Search Group)
- celebrity beauty brands()

4. Long-Tail Keywords: Utilize more specific phrases that potential customers might search for:()

- where to buy Kay Beauty products in Hyderabad()
- Kay Beauty product reviews for oily skin()
- how to apply Kay Beauty foundation()
- best shades of Kay Beauty lipsticks for Indian skin tones()

5. Competitor Keywords: Analyze keywords that competitors in the beauty industry are targeting:(AdTargeting)

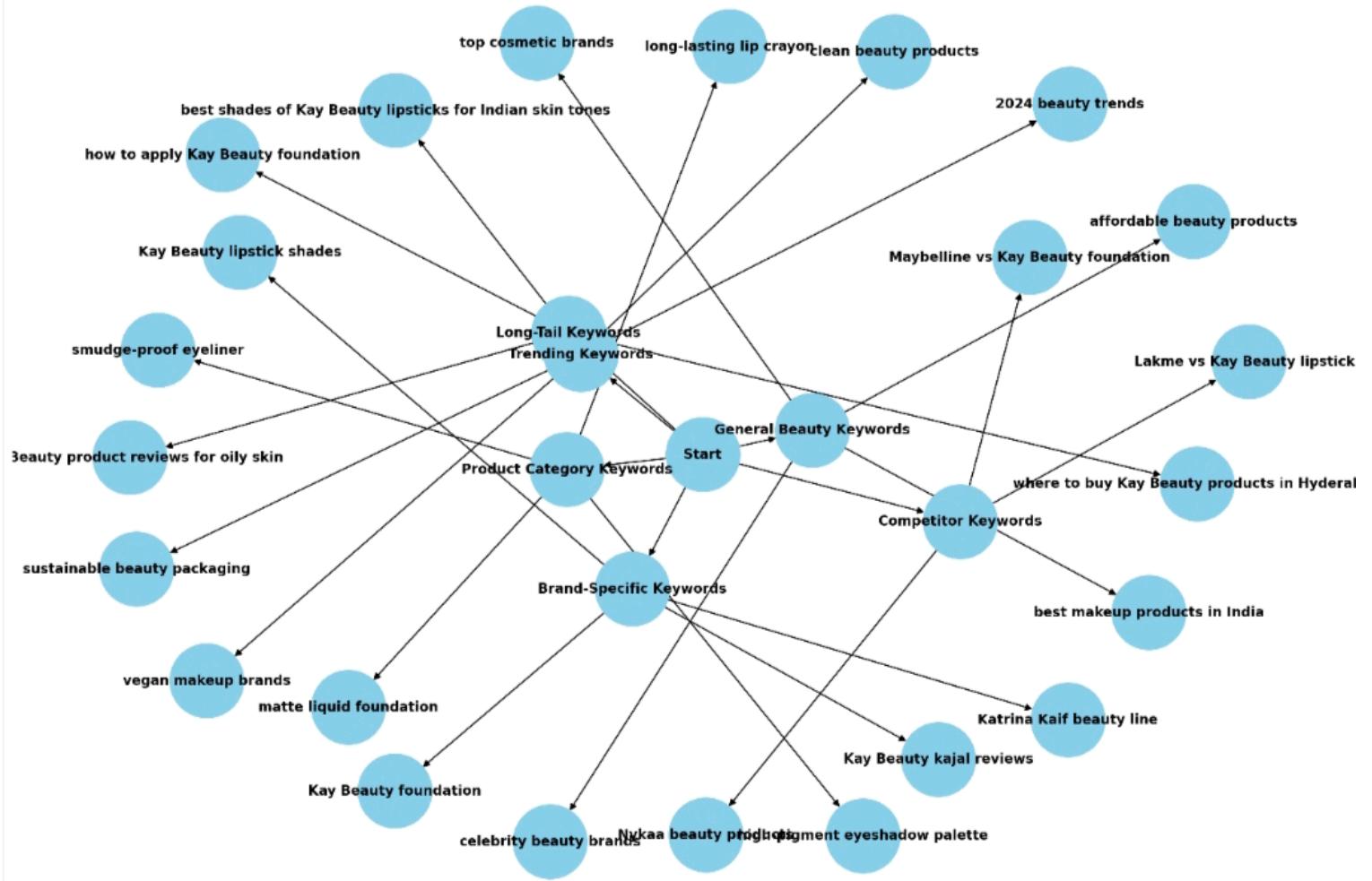
- Maybelline foundation vs Kay Beauty foundation(KeySearch)
- Nykaa beauty products()
- comparison of Lakme and Kay Beauty lipsticks()

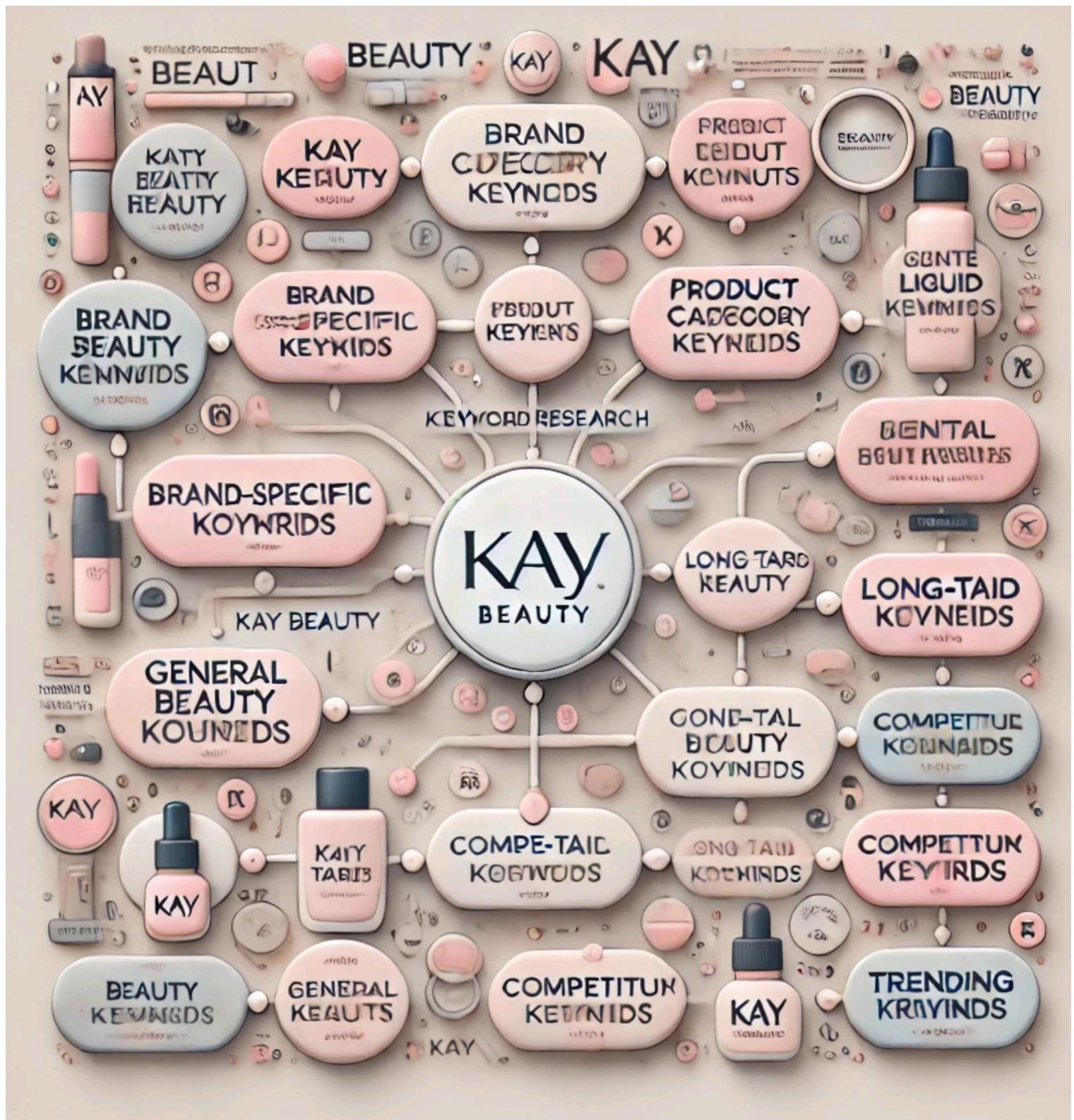
6. Trending Keywords: Stay updated with current beauty trends and incorporate relevant keywords:()

- 2024 beauty trends()
- clean beauty products(portlandseogrowth.com)
- vegan makeup brands(Reddit)
- sustainable beauty packaging()

For a comprehensive keyword analysis, consider using SEO tools like Google Keyword Planner, SEMrush, or Ahrefs. These platforms can provide insights into search volumes, competition levels, and related keywords, helping to refine your SEO strategy effectively.()

Keyword Research Flowchart for Kay Beauty





On-page optimization for **Kay Beauty** (assuming it's a beauty or cosmetics brand) involves optimizing individual web pages to rank higher and earn more relevant traffic in search engines. Here's a step-by-step guide:

1. **Keyword Research**

- Identify relevant keywords for Kay Beauty's product categories (e.g., lipstick, foundation, eyeliner).
 - Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find keywords with high search volume and low competition.
 - Target both short-tail (e.g., "matte lipstick") and long-tail keywords (e.g., "best matte lipstick for dry lips").
-

2. **Meta Tags Optimization**

- **Title Tag:** Include primary keywords and brand name. E.g., "Matte Lipstick Collection | Kay Beauty".
- **Meta Description:** Write a compelling description with keywords. E.g., "Discover Kay Beauty's Matte Lipstick Collection – Long-lasting, vibrant shades for every skin tone."
- **URL Structure:** Keep URLs clean, descriptive, and keyword-focused. E.g., "www.kaybeauty.com/matte-lipstick".

3. Content Optimization

- **Product Descriptions:** Write detailed, engaging descriptions highlighting benefits, ingredients, and unique selling points.
 - **Blog Content:** Publish relevant topics (e.g., “Top Makeup Trends of 2025” or “How to Choose the Right Foundation for Your Skin Type”).
 - **Internal Linking:** Link related products and blog posts to enhance user experience and SEO.
-

4. Image Optimization

- Use high-quality, compressed images to reduce load times.
- Add descriptive, keyword-focused **alt text** (e.g., “Kay Beauty Matte Lipstick – Cherry Red”).
- Ensure images are mobile-friendly.

5. Technical SEO

- **Mobile Optimization:** Ensure your website is fully responsive.
 - **Page Speed:** Improve loading speed using techniques like image compression, lazy loading, and caching.
 - **HTTPS:** Secure the website with SSL.
 - **Structured Data:** Implement schema markup for products to enhance search result appearance.
-

6. User Experience (UX)

- Enhance navigation with clear categories (Lipsticks, Foundations, Eye Makeup, etc.).
 - Optimize call-to-action (CTA) buttons.
 - Ensure smooth checkout process if it's an e-commerce site.
-

7. Content Freshness

- Regularly update blogs and product pages.
- Highlight new launches, promotions, and trending products.

8. Reviews & Testimonials

- Encourage customer reviews and display them on product pages.
 - Use rich snippets to display star ratings in search results.
-

9. Social Sharing & Integration

- Make sharing buttons easily accessible.
 - Integrate Instagram feed if applicable (e.g., “See how real users wear Kay Beauty”).
-

10. Analytics & Monitoring

- Track performance using Google Analytics, Google Search Console, etc.
- Monitor keyword rankings, traffic, and conversions regularly.

Would you like me to help you create a comprehensive **SEO content plan** specifically for Kay Beauty's website? Also, do you want me to suggest on-page improvements for specific pages?

On-page Optimization Flowchart for Kay Beauty

Start → Keyword Research

- Identify Primary, Secondary, and Long-tail Keywords
- Analyze Competitors' Keywords
- Tools: Google Keyword Planner, Ahrefs, SEMrush
- Output: Keyword List

↓

Meta Tags Optimization

- Title Tag (Include Keywords + Brand Name)
- Meta Description (Keyword-Rich & Engaging)
- URL Structure (Clean, Keyword-Focused URLs)
- Output: Optimized Meta Tags

↓

Content Optimization

- Product Descriptions (Unique, Keyword-Optimized)
- Blog Content (Relevant Topics & Keywords)
- Internal Linking (Related Products & Blogs)
- Output: SEO-Optimized Content

↓

↓

Image Optimization

- High-Quality, Compressed Images
- Descriptive Alt Text (Keyword-Rich)
- Mobile-Friendly Images
- Output: Enhanced Image SEO

↓

Technical SEO

- Mobile Responsiveness
- Page Speed Optimization (Compression, Caching, etc.)
- HTTPS Implementation
- Structured Data (Schema Markup for Products)
- Output: Improved Technical Performance

↓

User Experience (UX) Optimization

- Easy Navigation (Clear Categories)
- Effective CTAs
- Seamless Checkout Process
- Output: Improved User Experience

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Reviews & Testimonials

- Encourage Customer Reviews
- Display Star Ratings (Rich Snippets)
- Output: Improved Credibility & Search Visibility

↓

Social Sharing Integration

- Add Social Sharing Buttons
- Integrate Instagram Feed
- Output: Increased Engagement & Reach

↓

Analytics & Monitoring

- Track Keywords, Traffic, Conversions
- Tools: Google Analytics, Search Console
- Continuous Optimization
- Output: Performance Reports

End



Content idea generation and strategy for Kay beauty

To generate content ideas and a strategy for Kay Beauty (a beauty and cosmetics brand co-founded by Katrina Kaif), we need to focus on enhancing its brand identity, promoting its products, and engaging its audience effectively. Here's a comprehensive plan:

Content Idea Generation

1. Product-Focused Content:

- Tutorials & How-Tos: Quick, engaging tutorials for various looks (e.g., Everyday Glow, Bold Glam, Office Chic).
- Ingredient Spotlights: Highlight natural ingredients and their benefits, emphasizing clean beauty.
- Product Comparisons: Side-by-side comparisons (e.g., matte vs. glossy lipsticks) to help users choose the right product.
- “What’s In My Bag” Series: Featuring influencers or celebrities showing their favorite Kay Beauty products.

2. Lifestyle & Inspiration:

- Makeup for Every Mood: Content focusing on how makeup can enhance confidence and mood.
- Celebrity Looks: Tutorials recreating iconic Katrina Kaif looks using Kay Beauty products.
- Seasonal Looks: Festive makeup guides for Diwali, Eid, Christmas, etc.

3. User-Generated Content (UGC):

- Challenges & Hashtags: Create branded hashtags like #KayBeautyLooks or #KayBeautyGlow.
- Reposting Makeup Transformations: Featuring real customers' creative looks using Kay Beauty products.

4. Educational Content:

- Skin & Makeup Tips: Tips for various skin tones, skin types, and makeup techniques.
- Q&A Sessions: Addressing common beauty concerns with expert tips.
- Myths vs. Facts: Busting common beauty myths while subtly promoting Kay Beauty products.

5. Behind-the-Scenes Content:

- BTS from Shoots: Giving audiences a peek into campaign shoots and product creation.
- Interviews with Katrina Kaif: Personal stories about her makeup journey and Kay Beauty's mission.

6. Interactive Content:

- Polls & Quizzes: “Which Kay Beauty Lipstick Suits Your Personality?” or “What’s Your Signature Eye Look?”
- Live Sessions: Collaborations with influencers and makeup artists using Kay Beauty products.

Content Strategy

1. Target Audience:

- Young adults (18–35), particularly beauty enthusiasts looking for quality, cruelty-free, and Indian skin-friendly products.
- Professional women seeking easy-to-use, long-lasting makeup.

2. Platform Focus:

- Instagram, YouTube, and TikTok (if targeting Gen Z).
- Website Blog for SEO-driven content (e.g., “Top 5 Everyday Makeup Essentials”).

3. Content Calendar:

- Daily Stories on Instagram (Quick Tips, UGC, Product Features).
- Weekly IGTV/YouTube videos (Tutorials, Interviews).
- Monthly Giveaways and Challenges to boost engagement.

4. Collaborations:

- Influencer Marketing: Partner with beauty influencers and lifestyle bloggers for reviews and tutorials.
- Celebrity Endorsements: Beyond Katrina Kaif, collaborations with other prominent celebrities.

5. SEO & Hashtag Strategy:

- Trending keywords like “Best Lipstick for Indian Skin Tones” and “Natural Makeup Products.”

PRODUCT FOCUSED CONTENT

PRODUCT & INSPIRATION



PRODUCT FOCUSED CONTENT

PRODUCT FOCUSED CONTENT

INSTAGRAM
GENERATED
CONTENT

Lifestyle & Inspiration

PRODUCT
INSPIRATION

INSTAGRAM-GENERATED

BEHIND THE SCENES
CONTENT

CONTENT STRATEGY

EDUCATIONAL
CONTENT

INTERACTIVE
CONTENT

INTERACTIVE
CONTENT

CONTENT

INFORMATIVE
CONTENT



BEST OF THE MONTHS



Here are some effective marketing strategies for Kay Beauty, a beauty brand co-founded by Bollywood actress Katrina Kaif:

1. Influencer Collaborations

- Partner with popular beauty influencers and makeup artists to create tutorials, reviews, and product demos.
- Run influencer-led giveaways and campaigns to boost engagement and reach.

2. Celebrity Endorsement & Personal Branding

- Utilize Katrina Kaif's star power through promotional videos, live sessions, and photoshoots.
- Create behind-the-scenes content to build authenticity and relatability.

3. Social Media Marketing

- Maintain an active presence on Instagram, YouTube, and Facebook.
- Use trending hashtags and challenges related to beauty and makeup.
- Regularly post user-generated content and testimonials.

4. Content Marketing

- Share beauty tips, tutorials, skincare routines, and makeup looks using Kay Beauty products.
- Create educational content about makeup techniques and how-to guides.

5. Collaborative Collections

- Launch limited-edition collections in collaboration with other celebrities or influencers.
- Introduce festive and themed collections (e.g., bridal, party, natural look).

6. E-commerce Promotions

- Provide discounts, bundle offers, and free samples on online platforms.
- Partner with popular e-commerce sites like Nykaa for exclusive sales.

7. Brand Storytelling

- Highlight the brand's focus on cruelty-free, vegan, and long-lasting beauty products.
- Share the journey of developing Kay Beauty, especially Katrina's personal touch.

8. Omnichannel Marketing

- Promote products both online and offline (retail outlets, beauty stores, etc.).
- Use QR codes on packaging to drive traffic to online tutorials or promotions.

9. Customer Engagement Campaigns

- Run makeup challenges encouraging users to recreate looks using Kay Beauty products.
- Respond to audience comments and feedback on social media.

10. Collaborations with Fashion Brands & Events

- Partner with fashion shows, beauty contests, and magazine shoots to feature Kay Beauty products.
- Sponsor beauty-related events to increase visibility.

11. Email Marketing

- Send personalized newsletters featuring beauty tips, new product launches, and discounts.
- Offer loyalty programs and early access to new collections for subscribed customers.

Would you like me to help you develop a complete marketing plan for Kay Beauty?



Flowchart: Kay Beauty Marketing Strategy

1. Brand Strategy Development

- Define Brand Identity (Luxury, Glamour, Sophistication)
- Highlight Unique Selling Points (USP) –
Celebrity-Endorsed, Premium Quality, Modern Appeal

2. Content Creation

- Visual Storytelling (Images like the ones generated:
High-End Product Displays, Glamorous Model Shots)
- Professional Photography Style with Glossy, Fashion
Magazine Aesthetics

3. Marketing Channels

- Social Media (Instagram, YouTube, Facebook)
- E-commerce Platforms (Nykaa, Amazon)
- Offline Promotions (Retail Outlets, Beauty Shows)

4. Campaign Execution

- Promotional Content (Ads, Tutorials, Reviews)
- Collaboration with Influencers & Beauty Experts
- User-Generated Content (Hashtag Challenges, Makeup
Tutorials)

5. Engagement & Feedback

- Customer Interaction (Comments, Direct Messages, Live Sessions)
- Feedback Analysis & Improvement (Refining visuals and messaging)

6. Sales & Promotions

- Product Bundles, Discounts, Festive Collections
- Loyalty Programs & Exclusive Previews

7. Analytics & Optimization

- Monitor Engagement Metrics & Sales Data
- Adapt Marketing Strategy Based on Results

Post creation for Kay beauty

Here's a catchy post idea for Kay Beauty:

✨ Unleash Your Beauty, Your Way! 💄 ✨

At **Kay Beauty**, we believe in beauty that's bold, confident, and uniquely YOU.

Whether it's a natural glow or a glamorous look, we've got you covered with our high-performance, skin-loving products.

🌹 **Ultra Matte Lipsticks** - Rich, velvety shades for every mood.

🌟 **HD Setting Powders** - Keep your glow flawless all day.

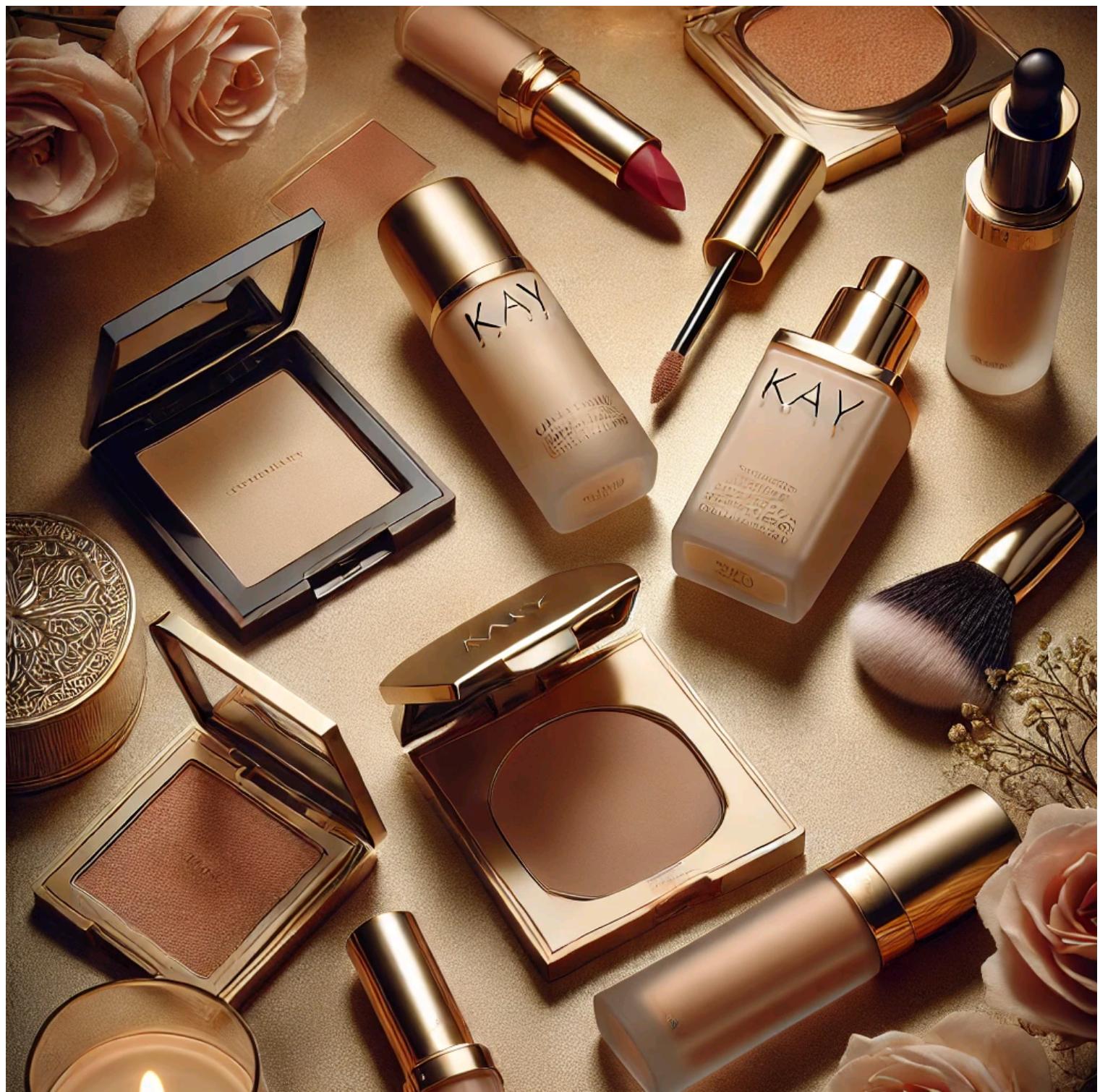
💧 **Hydrating Foundation** - Weightless coverage for that perfect base.

Shop now & #MakeBeautyHappen! ❤️

📸 [Insert beautiful product flat lay or model shot]

#KayBeauty #MakeupLovers #BeautyThatCares

#BeautyForAll



EXCLUSIVE
SALE!



31.12.2024



Kay
Beauty

New
**SMOKEY
BROWN EYES**
collection



Katrina Kaif launches her own makeup brand

She has been ruling the box office for over a decade and now, actor Katrina Kaif has launched India's first superstar beauty label: her own makeup brand called Kay Beauty. Katrina owns the label along with Nykaa, India's biggest beauty retailer.

"For as long as I can remember, makeup has been an innate part of my journey—from the runway to the big screen, and now I have rendered my love for it to Kay Beauty, my beauty label. After spending years donning different looks, I wanted to create a brand that truly stands for what I believe in. And in Falguni Nayar and Nykaa, I found a partner who shared the same wavelength," says Katrina. Kay Beauty products will be available exclusively at Nykaa.com, Nykaa app and Nykaa stores.

Falguni Nayar, founder and CEO, Nykaa, said, "The launch of Kay Beauty is a proud moment for Nykaa as India's first celebrity beauty brand. I have always been an admirer of Katrina's independent spirit and was inspired by her vision to create this unique collection. Over the past two years, Katrina and the team have worked with relentless passion and dedication to bring this vision to life. We are constantly looking at innovative beauty solutions and Kay Beauty will add a new facet to the Nykaa conversation."

Reena Chhabra, CEO, Nykaa Brands said, "Bringing

the collection to life has been an amazing journey to witness Katrina's passion, care and commitment to each product. These unique formulas meet her exacting demands for products that are high performing, professional and ultra-glamorous, while caring for the skin. The beauty trends she identified can easily be decoded with these easy-to-use, buildable formulations. Her heart and soul is in every product and we look forward to growing the collection with her to a full-fledged luxury beauty brand for the Indian audience."

The versatile star is excited to take her labour of love to her fans. She says, "I hope you can see the love that I've put into each of these products; be it while picking the formulations, or choosing the shades and textures, as we moved along. I am so thrilled to unveil my first range of products and cannot wait to see what you all think of it. This is an exciting new chapter of my life that I'm now sharing with you, and this is just the beginning."

Katrina has also collaborated with interesting names for the first ad campaign



of Kay Beauty. The actor is grateful to filmmaker Zoya Akhtar, for writing the campaign, acclaimed rapper Raja Kumari for rapping it, and

south superstar Nayanthara and ace badminton player Saina Nehwal for graciously agreeing to feature in the campaign.

HTC

STOP PRESS

RUMOURS OF CABELLO-MENDES BREAKUP FALSE

Putting rumours of her break up with Shawn Mendes to rest, Camila Cabello on Sunday cleared that they're still together. She posted on her



social media, a screenshot of a news story reading "Proof Shawn and Camila Are Broken

