

## Alia Bhatt launches Garnier Fructis Triple Nutrition

•Written by amit bachchan•

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Unveiling the latest technology for nourished and strong\* hair, Garnier Fructis launched its new range – Triple Nutrition along with its first ever Ambassador Alia Bhatt. This product combines the goodness of olive, almond and coconut oil along with fruit vitamins to provide nourishment and strength to hair from scalp through lengths to tips. Alia Bhatt will soon be seen in an exciting new campaign for Garnier Fructis Triple Nutrition starting late August.



Consisting of a shampoo and conditioner, the Garnier Fructis Triple Nutrition range nourishes and strengthens\* hair from scalp through lengths to tips. It makes hair stronger\*, restores beautiful shine into hair lengths and works on the ends and helps reduce split-ends. With the goodness of olive, almond, coconut oil and fruit vitamins, usage of Triple Nutrition results into soft, manageable and healthy looking hair, giving them triple the strength\*.

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Speaking at the event Alia Bhatt said, "To all my fans I say, Fructis has Changed, Change to Fructis. With beneficial ingredients and an exquisite fragrance, Garnier Fructis Triple Nutrition has become the hero for my hair. My hair feels stronger, nourished and has a lovely natural shine. I'm excited to be working with a brand that makes me feel beautiful every day."

Rupika Raman, General Manager Garnier spoke on the launch saying "Garnier Fructis Triple Nutrition is the latest innovation from Garnier and is specially developed for Indian Women. We're very excited to be offering this product that cares for both hair and scalp to our consumers and hope to receive a great response. It's also a great milestone for us to have our first ever ambassador – Alia Bhatt and we look forward to a fabulous journey with her."