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Nykaa All Set To Exclusively Launch Huda Beauty In India

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Hack:

- India's largest digital multi-brand beauty platform Nykaa is all set to bring Huda Beauty in the nation
- The products from Huda Beauty will be part of the Nykaa Luxe offer of premium beauty brands on Nykaa.com.

Leading beauty retailer Nykaa is all set to introduce the namesake brand, Huda Beauty exclusively in India on January 19.

India's largest multi-brand beauty platform, which has a portfolio of 850+ brands across makeup, skincare, haircare and wellness, Nykaa will exclusively bring the international brand by Huda Kattan, Dubai-based beauty blogger and makeup pro in India.



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"If there's one person who deserves the title 'beauty mogul', it's Huda Kattan! With her social media stardom and her own beauty line that sells by the second, she's truly a superstar and we are proud to bring her makeup exclusively to India on Nykaa.com. Her strong character and authenticity have lent themselves to creating her signature products like false eyelashes, liquid lipsticks, and highlighters," said founder and CEO, Nykaa.com, Falguni Nayar.

An Instagram sensation, Huda Kattan's Instagram is truly inspirational to any amateur or expert beauty lover. She differs from other beauty influencers through not doing too many sponsored posts and showcasing user-generated content.

The products from Huda Beauty will be part of the Nykaa Luxe offer of premium beauty brands on Nykaa.com.

Nykaa will continue to grow this segment bringing in luxury beauty brands from across the world.

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