

LOVECHILD
BEAUTY
masaba

GO MAMMA MIA WITH THE MOTHER OF ALL COLLABS -
MASABA X NEENA JI ~ MOTHER'S DAY SPECIAL



An ode to her mom, Masaba collaborated with Neena Gupta to launch Mamma Mia Lush-Matte Lip Crèmes - a range of LoveChild's 6 lip-smacking crème sticks that glide like butter with a soft-matte finish!

MAY, 2023: Celebrating Mother's Day, the multi-faceted Masaba Gupta serves you Mamma Mia! Lush-Matte Lip Crèmes inspired by her mother, the iconic Neena Gupta. The range comprises of 6

creamy shades reminiscing Neenaji's favourite drinks. The lip crèmes have a buttery, feather-light texture with an intense color payoff

Commenting on the new launch, **Masaba Gupta, Founder of LoveChild** said *"Mom has always been passionate about pulling off bold shades unapologetically. Irrespective of a person's age! As an ode to her, this Mother's Day, I wanted my new launch to be all about shades that are inspired by her favourite drinks while also making the lipsticks super hydrating & moisturising! This new launch is not just a lipstick, but is a crème stick!"*

True to all LoveChild products, this range also comes enriched with Cocoa Butter, Hyaluronic Acid & nourishing oils. Mamma Mia Lip Crèmes lock in moisture, plumps & hydrates lips for that transfer proof payoff. Priced at **INR 950**, discover the new range:

Masala Chai - Brown Nude
Kapi Martini - Rich Brown
Meetha Jaljeera - Mauve Pink
Gulabi Rum Punch - True Pink
Jamun Cooler - Plum
Kokum Panna - Brick Red

The first-time collaborator with LoveChild - Neenaji said "Who said bold shades are only for the young? Go all out and let your lips reflect your persona! The 6 shades in this newly launched range are for all the mothers out there – and for the all the daughters to encourage their moms to be themselves!"

LoveChild by Masaba products are dermatologically tested, suitable for all skin types, free from mineral-oil, and are vegan, cruelty-free, sulfate-free & paraben-free. All LoveChild by Masaba products are PETA certified as well!

The products are available on LoveChild.in and houseofmasaba.com along with all House of Masaba stores across India. LoveChild by Masaba products are also available online on Nykaa, Amazon, Myntra, Purplle, Flipkart, Tata Cliq Palette, Ajio and Tira.

About LoveChild by Masaba

Curated and attested by Masaba Gupta, LoveChild by Masaba is an honest, embracive, and playfully-vibrant beauty brand, made with empathy at its core. The brand offers an extensive range of high-performing products for all ages, skin colours & cultures, enabling a unique expression of self-love.