



WE ARE  
**BODY**  
CRAFT

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OUR BRAND IDENTITY

**Vision** *vizh-uhn*, n. The act or power of anticipating that which will or may come to be.

To be India's most trusted provider of comprehensive skin care, hair care and wellness solutions.



**Mission** *mish-uhn*, n. A self-imposed call to duty to achieve a specific purpose.

Offer an extensive range of solutions in each area of personal care; provide incomparable quality and expertise at affordable prices.



# Expertise

*ek-sper-teez*, n. Skill or knowledge in a particular domain or profession.

We believe in providing our patrons with “effective” and “affordable” solutions, backed by genuine knowledge and research. Our patrons are in the care of trusted professionals who have over 25 years of experience, giving you incomparable expertise on hair care, skin care and wellness.



Maxim *mak-sim*, n. An expression of a general truth or aspiration of a principle.

Feel Beautiful. Feel at Home.

Trust, comfort, care, family, happiness, freedom – just some words that come to mind when one thinks of home. We aspire to make our patrons feel the exact same way. A home away from home, where you can leave your worries outside and enjoy some quality time with yourself or close ones, under the warm hospitality of our staff. So come by, be yourself and feel beautiful.





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