

The New ColorBar – A Bold Era of Beauty Built on Self-Expression, Innovation, and Inclusivity

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ColorBar Cosmetics, an iconic beauty brand, ushers in a bold new chapter with the launch of the new ColorBar – a striking reinvention that positions beauty as a powerful expression of individuality, creativity, and conscious luxury, with the philosophy of ‘beauty backed by science’. At the helm of this transformation is Mr. Samir K Modi, Founder and Managing Director, whose vision goes beyond aesthetics to champion a deeper, more powerful message – beauty is personal, playful, and most importantly, limitless, setting the tone for ColorBar’s evolution into a global beauty brand.



Global personalities through ColorBar's brand campaign

After two decades of pioneering international-quality products for Indian consumers, ColorBar is now setting new benchmarks, globally and in India. With cutting-edge R&D, skin-loving formulations, and an elevated brand experience, ColorBar is set to redefine the future of beauty with products that surpass global standards. At the heart of this evolution lies the belief that magic already lives within you and ColorBar simply helps reveal it.

"From the very beginning, my vision for ColorBar was never just to create a beauty brand, it was to spark a movement. A movement that empowers self-expression, celebrates individuality, and inspires every person to embrace their inner magic, unapologetically," shares **Mr. Samir K Modi, Founder and Managing Director, ColorBar.** *"ColorBar 2.0 brings this vision to life in its boldest, most luxurious form yet, consciously built to reflect the evolving spirit of beauty today. As we expand our presence across India and enter new global markets like the USA and the Middle East, while already being present in Russia-we are well on our way to becoming a truly global brand. Our mission remains the same – to make every individual, wherever they are in the world, to feel seen, celebrated, and empowered. We're not here to follow trends. We're here to redefine beauty on our own terms, and to lead a global conversation rooted in purpose, inclusivity, and*

magic."

In India, ColorBar's presence is set to grow with larger, more immersive retail spaces designed to inspire exploration and self-expression. Moving beyond simply buying beauty, the brand is embracing experience-led innovation. Building on the success of its Make Your Own Lipstick service, ColorBar will soon introduce Make Your Own Nail Lacquer and Make Your Own Foundation, allowing customers to co-create beauty in a way that's personal, playful, and engaging.

As ColorBar evolves, so does its universe. The product portfolio is expanding to include skincare, perfumes, and a holistic 360-degree wellness line, striking a balance between cosmetics, care, and indulgence. The brand is also diversifying its audience, with offerings for tweens, teens, and consumers across every age and identity. This transformation goes beyond design, it's a reflection of modern beauty in all its fluidity and feeling. With a renewed identity, the new ColorBar champions the freedom to be unapologetically yourself.

The powerful new brand campaign brings this vision to life through layered storytelling and striking visuals. Through its latest brand film, featuring five personas-Bold, Glam, Demure, Radiant, and Playful, ColorBar showcases its dedication to challenging conventions and embracing individuality beyond gender boundaries. Each persona is brought to life through a diverse cast of global faces, each reflecting a distinct cultural lens, resulting in a rich mosaic of perspectives, styles, and stories. This creative direction reinforces the brand's intent to resonate with a global audience and broaden its cultural relevance.

Furthermore, the brand refresh establishes ColorBar's commitment to sustainability, with a goal to become extensively sustainable by 2026-27. New offerings across skincare, fragrances, and a 360 wellness line will join its

portfolio, backed by science, innovation, and a commitment to high-performance, skin-loving formulations. With its long-standing commitment to being 100% vegan, cruelty-free, PETA-certified, ISO-certified, and on track to becoming extensively sustainable by 2026-27, ColorBar continues to blend ethical values with beauty backed by science – where innovation meets integrity.

About ColorBar Cosmetics

ColorBar, one of India's leading beauty brands, is a bold, inclusive celebration of self-expression – inviting you to reveal your magic, unapologetically. At its core lies a deep commitment to diversity, where uniqueness takes centre stage and self-expression becomes a form of art. Rooted in the belief that beauty follows no rulebook and that true magic lies within, ColorBar empowers people across gender, identity, age, and style to express their most authentic selves. Whether you're feeling bold, demure, playful, radiant, or glam, ColorBar gives you the freedom to embody every mood, every shade, and every facet of who you are, with confidence, creativity, and unmistakable flair.

Born with a global outlook, ColorBar brings together the finest in international innovation and artistic sensibility. Its formulations are backed by science and cutting-edge technology, meeting global safety standards across world-class laboratories in France, Germany, Italy, Korea, and the United States. Every offering from ColorBar is 100% cruelty-free, ISO certified, and adheres to the most stringent global quality benchmarks, including US, EU, UK, and Japan FDA regulations.

With a retail footprint of over 111 exclusive stores and a presence in more than 1600 multi-brand outlets across India, including Shoppers Stop, Lifestyle, New U, and Pantaloons, ColorBar has a strong presence across India.

Its online presence is equally dynamic, with products available on www.ColorBarcosmetics.com and leading e-commerce

platforms such as Nykaa, Tira, Myntra, Flipkart, and others.

ColorBar is '**Made for Magic,**' and that Magic is You.

For more information, please visit www.colorbarcosmetics.com

