

Cetaphil Marks Skin Awareness Month with Rashmika Mandanna, Spotlighting Gentle Care for Sensitive Skin

Published on 14 Aug 2025 | By IFI Correspondent



Mumbai, India – In a heartfelt celebration of **Skin Awareness Month**, Cetaphil hosted a vibrant and insightful event dedicated to championing sensitive skin and promoting its **Bright Healthy Radiance** range. With the theme *“Choose Your Bright Side,”* the gathering brought together beauty influencers, skin-positive creators, dermatologists, and skincare enthusiasts — all dressed in a fresh palette of pink and white.

The day began with a unique dance performance depicting the contrasting journeys of normal skin and sensitive skin. One performer moved with strength and confidence, representing the resilience of normal skin, while the other moved delicately, embodying the cautious yet beautiful nature of sensitive skin. This artistic expression conveyed Cetaphil's core philosophy — skincare that understands and uplifts every skin type.

Science meets care

Bansri Rajadnye, Marketing Manager for Cetaphil at Galderma India Pvt Ltd, opened the event by stressing the importance of informed, science-backed skincare. “It is essential to understand your skin and use products designed with dermatological expertise,” she said, noting that the Bright Healthy Radiance line is “tough on dark spots but gentle on the skin.”

Dermatologist **Dr. Sadhna Deshmukh** elaborated on the unique challenges sensitive skin faces, from environmental triggers like pollution and sunlight to lifestyle factors such as stress and hormonal changes. She emphasized that sensitive skin is more prone to inflammation and pigmentation, making gentle yet effective solutions a necessity.

Rashmika Mandanna's skincare advocacy

The highlight of the event was the arrival of **Rashmika Mandanna**, Brand Ambassador for Cetaphil Bright Healthy Radiance. She joined her personal dermatologist, **Dr. Meena Makhecha**, alongside Dr. Deshmukh and **Viju Nair**, Business Director at Galderma India Pvt Ltd, for an engaging panel discussion on maintaining healthy, radiant skin.

The session underscored that skincare is not just about beauty — it's about confidence, comfort, and understanding your skin's needs. With Rashmika's personal touch and expert advice from dermatologists, the event reinforced Cetaphil's mission to provide gentle, effective care for everyone.