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Foxtale, Frozen Fun Launch Limited-Edition Bubblegum Cheesecake Gelato

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Foxtale, a skincare brand, has collaborated with Frozen Fun to introduce a limited-edition Bubblegum Cheesecake Gelato inspired by Foxtale's Pore Clarifying Swirl Mask. The collaboration brings together skincare and dessert through a cross-category brand partnership centred on indulgence and self-care.

The gelato draws inspiration from the mask's distinctive pink-and-blue swirl, translating its visual appeal into a dessert concept. The limited-edition flavour combines creamy bubblegum and fruity strawberry notes with a cheesecake-inspired profile.

The partnership explores the shared consumer appeal of skincare rituals and desserts, positioning both as everyday indulgences that offer moments of personal enjoyment. By bringing the two categories together, the brands aim to create a distinctive consumer experience that extends beyond their traditional product offerings.

Following the launch event, the Bubblegum Cheesecake Gelato will be available exclusively at Frozen Fun's Koregaon Park outlet in Pune for one month. The limited-edition flavour will not be available for delivery through Swiggy or Zomato.