

SAMI Direct enters Women Beauty Market with 'Johara'

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Women, always look for something to set them apart and their love for cosmetics is not a hidden truth anymore. For the women in India, here comes 'Johara[®]', a premium brand from SAMI Direct. SAMI Direct, one of the fastest growing direct selling companies and a subsidiary of Indian Multinational Health Science Company Sami Labs Ltd, today announced its foray into Women Beauty and Wellness market with the launch of – Skincare, Body Care and Color Cosmetic range of products – its premium brand name 'Johara[®]- The Science of Cosmetics'.

SAMI claims that its products are hand-picked from the secrets of time-tested botanical ingredients that have evolved from pure science and scripted in many ancient texts across the world. Crafted from years of meticulous research, Johara[®], means 'Jewel' in Arabic, is a brand so scientifically driven, the result can only be beauty that is pure and real.

The premium range of Johara products is devoted to beauty and elegance, in appearance, spirit and care with patented formulations, free of harmful chemicals like Parabens, Sulfate, Synthetic Dye or Formaldehyde. These products comprise of clinically relevant standardized botanical extracts, which are also dermatologically tested, non-irritant and non-sensitizing. No product has been tested on animals. Using products created from highly tested naturally derived botanical nutrients avoids the issue of harmful side effects like depigmentation and skin damage.

In its first phase of launch, Johara[®] has introduced seven skin fairness products along with color cosmetics and body care. The skin care comprise of Johara[®] PhytoBrightTM Whitening Regime which has the Cleanser, Mask, Dark Spot Corrector, Essence, Day Lotion SPF 20 and Night Cream. The Color Cosmetic range includes 12 shades of Johara[®] Crème Rich Lip Color, 14 shades of Johara[®] Pro Shine Nail Color, Johara[®] Nail Color Insta Remover. The body care range includes Johara[®] Refreshing & Nourishing bath soap.

On the occasion of the launch, Dr. Muhammed Majeed, Founder & Managing Director, SAMI Group said, "Consumers' happiness is our key priority. We understand that skin care products is a kind of personal purchase which every consumer would like to make with the intent to enhance their natural beauty. Care should be taken not to introduce commercialized beauty products comprising of chemical ingredients which are harmful to skin. Keeping this in mind, we have stepped in with our skincare and cosmetic range made from active components of ayurvedic herbs under cosmeceutical category"

According to a report by market researchers AC Nielsen, in 2010, India's whitening-cream market was worth \$432m, and is growing at 18% per year. Data Monitor's Consumer Survey conducted in 2013 across 24 markets with over 25,000 consumers around the world stated that 50% of consumers in Asia regarded 'skin lightening/brightening benefits' to be a 'high priority/essential' feature of skincare products, compared to less than a quarter of consumers in Western Europe and North America. Johara® range of products is available across India through the distributors.