

# Sami Direct Launches Premium Beauty Brand

**Bangalore, January 05, 2015:**

The emerging direct selling leader Sami Direct Marketing Pvt Ltd, a subsidiary of award-winning ingredients innovator Sami Group, has introduced its skin care, colour cosmetic and body care range of products under the brand name Johara The Science of Cosmetics.

Johara or 'jewel' in Arabic is created on the premise that just like jewelry adorns your natural beauty, the Johara range of products are devoted to beauty and elegance, in both appearance and spirit.

Growing disposable income and changing lifestyles in the country, with consumers ready to try out new brands and women becoming an increasingly significant part of the workforce, are driving the annual growth rate of the Indian beauty and cosmetics markets. There is also a growing shift with more and more Indian consumers opting for products with active botanicals, safe for the human skin. It is estimated that the countrys retail beauty and cosmetic industry will reach US\$2.6 billion by 2020 and with the launch of Johara, Sami Direct is confident of building a strong presence here with its premium range of products made with standardized botanical ingredients and patented formulations.

Commenting on the launch, Dr. Muhammed Majeed, Founder & Managing Director, SAMI/Sabinsa Group said, "As we grow into a truly global organization and continue to launch world class brands, we are not only improving our Companys performance, but we are also changing lives.

The Sabinsa and Sami Group has worked relentlessly for over two and half decades to unlock the potential of herbs, extract its natural goodness and gift the world pure wellness. Johara is the culmination of this on-going effort in Research and Development for more than two and half decades and over 120 scientists diligently focusing their efforts towards creating effective and safe products. It gives me immense pleasure to share that the Johara brand is registered with 66 countries, and 20 more registrations in the pipeline which clearly indicates that its a flagship premium brand in the Sami Direct portfolio of innovative, quality beauty products."

He further adds We have been tirelessly working towards increasing our supply chain as we experience consistently growing acceptance for our products, which are backed by first-class research, in the Indian as well as global markets.

With this launch into skincare, body care and colour cosmetics, Johara has unveiled the categories by introducing 6 PhytoBright™ whitening regime products, 12 shades of Crme Rich Lip Color, 14 vibrant shades of Pro Shine Nail Color, a Nail Color Insta Remover and Refreshing & Nourishing Bath Bar. The company plans to announce additional skincare and cosmetics in a phased manner over the next few months.

The Companys R&D facility boasts of over 120 scientists creating new products and excelling through continuous innovation. It closely works with the Government of India and India Pharmacopoeia Committee on the preparation of Standard Operating Procedures for Ayurvedic herbs and monographs for Indian Herbs. The company is currently expanding the capacity of its manufacturing facility in Bangalore by 25 tonnes a day and is in the process of setting up a manufacturing facility in the north east to tap the availability of herbal products in the region. Sami Direct has been growing at a rate of 25 to 30 per cent year on year and looks forward to clock a turnover of Rs 150 crore in the next two years.

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.

## About Sami Direct

Established in 2010, Sami Direct, a subsidiary of Indian Multinational Health Science Company Sami Labs Ltd, is one of the fastest growing direct selling companies and is the first to introduce various nutraceutical and cosmeceutical products with patented formulations.

Sami Direct is the culmination of relentless Research and Development for more than two and half decades. It is supported by its very own R&D facility based in Bangalore, Sami Labs Ltd., where rigorous research is carried to create safe and effective products. This state-of-the-art, multi-disciplinary division pursues diverse fields of research with over 120 scientists focusing all efforts towards creating innovative products derived from traditional herbal medicine backed by the most modern science. With 96 patents awarded and several more in process, all products of Sami Direct are formulated in accordance with the global standards.

Sami Direct offers exceptional and life changing products, in the categories of nutraceutical product range such as Bioprotectant, Calci D Max, Cran DM Plus, CoQ Energizer, Curcumin C3 Power, GlycaCare, IgG Plus, Leangard, Leangard Protein Drink Mix, Livstrong, Lycopene , MACUMAX, Moisturising Cream, Omega Bioplus, Organic Spirulina, Osteostrong, R3 Power, ToxiFlush, Vita Essentials and cosmeceutical products range under brand name Johara.

Please visit: [www.samidirect.com](http://www.samidirect.com) and [www.joharacosmetics.com](http://www.joharacosmetics.com)