

“Our plan for the next 2 years is to expand the Johara® skin care portfolio with the launch of anti-aging, anti-acne, anti-cellulite, hand care and foot care products”

Sami Labs Limited, the Bengaluru-based producer and supplier of phytonutrients, herbal extracts and specialty fine chemicals, has launched a range of skin care products under the brand name 'Johara'. The company is confident that women will identify with Johara skin care products since the products are inspired by ancient secrets of Ayurveda as well as modern science. The founder and chairman of Sami Labs Limited, **Dr. Muhammed Majeed** takes us through the company and shares his insights.



Tell us about the genesis of 'Johara'. What will be its USP among existing natural-positioned brands in the Indian market?

Johara®-The Science of Cosmetics is a new cosmetics brand from the house of Sabinsa/Sami Labs. Imagine this: Over 25 years of experience in Nutraceuticals and Cosmeceuticals, 120 plus scientists, our own R&D labs creating marvels in skin care, and with over 95 International and Indian patents. It is not every day that a beautiful brand is born with this kind of a scientific heritage. Evolved from pure science, hand-picked from the secrets of nature's herbs to enhance natural beauty. Crafted from years of meticulous research, Johara® is a brand so scientifically driven, the result can only be real, pure and gentle on skin.



Johara, which means jewel in Arabic, is created on the premise that- just like jewellery adorns your natural beauty, the Johara range of cosmetic products will enhance the natural beauty of the user.

Johara® skin care product line can be considered a skin care line that is inspired and sourced from nature. The ingredient selection and positioning for all Johara® skin care products will be inspired by elements found in nature and clinically validated to deliver real results. All the botanical ingredients selected will work to provide gentle skin care benefits that our customers are looking for. We are committed to developing formulations that are paraben free, formaldehyde free, synthetic dye free, tested for hypoallergenicity and skin irritation, and certified by dermatologists.

Are you outsourcing ingredients for Johara skin care products?

We have over 25 years of experience in research and development of phytonutrients with multi-functional applications in beauty and personal care products. We will leverage on our in-house research strength in identifying the right ingredients for the Johara skin care line. Having said that, we wish to offer our Johara® customers the best possible skin care solutions.

Hence during new product development our research team will collaborate and evaluate any innovative cosmetic ingredients available in the market to ensure our customers get the best.

What is your manufacturing set up like?

SAMI Labs has been working extensively with more than 100 scientists on developing natural extracts with seven highly advanced, state-of-the-art manufacturing units with a defined procedure maintaining high quality standards.

Recognized by the Department of Scientific and Industrial Research, the company's R&D is a multi-disciplinary division pursuing diverse fields of research. The R&D department works closely with the Government of India and the Indian Pharmacopoeia Committee on preparation of Standard Operating Procedures for Ayurvedic herbs and monographs for Indian herbs. Equipped with the best talent and facilities, SAMI's research is geared to constantly innovate and sustain high quality output to broaden the product portfolio, enrich its intellectual property and build up a robust pipeline of products.

How are regulations impacting the cosmetics manufacturing industry?

In USA, the cosmetics are governed by US FD&C Act (US Food, Drug and cosmetic Act), which is committed to consumer safety. Unfortunately the term "cosmeceuticals" is not recognized by the FDA. Though there is no pre-market approval required for marketing a cosmetic product, the law requires the cosmetics to be safe and free from any prohibited ingredients and each ingredient is labeled for consumers.

Proving safety of a cosmetic product is the responsibility of the cosmetic manufacturer, who needs to ensure that the product is not only produced using approved ingredients, but also manufactured using GMP and should be properly labeled and packaged. Products making claims on SPF value should have documentation to prove such claims in the product. Recently President Obama signed the Sunscreen Innovation Act into law, which modifies the FDA review and approval process of OTC sunscreen ingredients.. This means certain approved SPF ingredients being used in Europe and other places will be properly evaluated and decided upon in a faster manner, allowing consumers more options for those ingredients that are passed.

What is the growth that you are seeing in the Indian cosmetics market?

Some of the fastest growing cosmetic categories in India are skin care, fragrance and color cosmetics. The skin care segment in India is estimated at ₹7,000 crore with a growth of 20 per cent, which comes not only from urban areas but also semi-urban and rural markets where a wide distribution network and judicious pricing policy are very important. Skin care and color cosmetics have always been a segment characterized by global MNCs as well as local players and thousands of small units in the unorganized segment, each vying for a dominant presence through adoption of a combination of marketing strategies and product differentiation. At Sabinsa/Sami Labs, with our competitive and innovation capabilities, we are uniquely poised to leverage this opportunity with the launch of Johara® brand. Our plan for the next two years is to expand the Johara® skin care portfolio with the launch of anti-aging, anti-acne, anti-cellulite, hand care and foot care products. We will also leverage our insights into Ayurveda to launch products in hair care and oral care categories.