



VVF expands its presence in the personal care industry - Launches ‘Bacter Shield Handwash’

Highlights:

- ✓ Expands into personal wash categories with launch of Bacter Shield Wash
- ✓ Formulated with the power of TCN (Triclosan) and Glycerin
- ✓ Protection from germs with moisturization – Freedom from the fear of germs
- ✓ Easy to use pumps and refills available at all stores

Mumbai 19 May, 2014 - VVF, a global player in Chemical and Personal Care products with strong presence in the soaps category, expands its presence in the personal care industry with the launch of ‘BacterShield Handwash’.

BacterShield Handwash is specially formulated with the power of TCN (Triclosan) and glycerin that provides the double benefit of daily protection from germs and moisturizing properties. Triclosan is a great antibacterial and antifungal agent which helps guard against germs. Glycerin works as a cooling re-hydrant that helps moisturize the skin giving the hands, a soft and supple feel. It also has a subtle fresh fragrance that lingers on even post the hand wash.

Commenting on the launch Ashish Potdar, Sr. Vice President -Consumer Products, VVF said, “We aim to expand our presence in the personal care industry by diversifying into new personal wash & hygiene categories. The launch of the BacterShield Handwash is our move in this direction. It has been introduced as an extension of the BacterShield brand which also has BacterShield soaps.” He further added, "An effective handwash is a must for every household to keep illness causing germs at bay. BacterShield Handwash is apt for the entire family as it effectively provides daily protection from germs while keeping the hands soft and moisturized. Mothers continuously worry about the presence of germs on child’s hands and the impact it will cause on their health and keep restraining kids from having fun. With the assurance of daily protection from germs with BacterShield, mothers let their children have all the freedom to play & get dirty. For Mothers and their families, BacterShield truly stands for “0% Fear, 100% Fun”

BacterShield Handwash has been launched in a unique shield shape bottle with easy to use pump. It is available in 215 ml Bottle and 185 ml Value Refill packing at all retail stores and has been introduced with exciting consumer offers to promote the healthy hand-washing habits. It is available in a Combi pack of Bottle + Refill at Rs.70/- as well as in a ‘Buy 2 Refills & Get 1 Refill Free’ offer at Rs.74/-.

About VVF Ltd:

VVF is a global player in the Chemicals and Personal Care product industries. Head quartered in Mumbai, India, VVF has over 15 operating centres spread across 3 continents, Asia, North America and Europe. The company currently stands as the largest manufacturer of oleochemicals in India and one of the largest contract manufacturers of bar soaps in the world. Founded in 1939, VVF celebrates its 75th anniversary this year.

The company has three main business verticals - Institutional Products and Services, Consumer Products and Chemicals. VVF manufactures some of the finest brands of soaps and cosmetics for global players like Johnson & Johnson, Henkel, Reckitt Benckiser to name a few, besides having its own range of branded soaps like, DOY Bath Buddies, DOY Care, JO, Bactershield and JO Perfect hair dye.

<http://www.vvfltd.com/index.html>

For media queries please connect with VVF Corporate Communications Team: sneha.iyer@vvfltd.com