

JO Soaps with Glycerine: Beautiful Skin Everyday from VVF Ltd.

Mumbai – Jan 31, 2006: In its pursuit to enrich the lives of millions of women VVF Ltd. has introduced yet another new range in skin care soap; Jo soaps enriched with Glycerine.

Research says that Glycerine has been used to enhance skin beauty by natural means over the years and is an effective skin companion for all the seasons. It not only helps in the absorption of natural moisture but also in maintaining the optimum balance of skin moisture throughout the year.

Jo Rose with Glycerine contains Rose and Rose Water pampering the skin with the moisturizing and toning properties of rose water with glycerine

Jo Lime with Glycerine is a special formulation providing ample freshness and nutrition to skin. While Lime cleanses the skin of all the dirt and grime, Glycerine pours its own magic.

Jo Sandal with Glycerine has rich fragrance of Sandal which not only cools but also adds radiance to skin because of its' inherent nourishing properties.

All the Jo variants are available in following sizes to take care of the varying consumer needs:

- Jo Soap with Glycerine 60 g (Single's pack) – Rs. 5/-
- Jo Soap with Glycerine 100 g (Pack of 4) – Rs. 30/-
- Jo Soap with Glycerine 125 g (Pack of 4) – Rs. 40/-
- Jo Soap with Glycerine 100 g (Single's pack)– Rs.10/-
- Jo Soap with Glycerine 75 g (Pack of 4) – Rs.25/-

Commenting on the launch **Mr. Piyush Jindal, Vice President, (Personal Care) VVF Ltd** said, “We constantly strive to bring value to the lives of our consumers. Jo soap is one step ahead in this direction. With Jo, we are not just offering a soap but beautiful skin on a daily basis at an affordable price.”

Jo is available across the country at all the retail outlets.

VVF manufactures some of the premium brands of soaps and cosmetics in addition to having its own range of branded soaps like, Doy Princess, Doy Care Alovera, Doy care Crème and Jo. Besides VVF has been manufacturing high quality products for global majors like Johnson & Johnson, Henkel, Reckitt Benkiser to name a few. Set up in 1939, VVF is also a major Oleo Chemical exporter.