

## **VVF Limited Introduces a Revolutionary New Soap- Shiff, with Moisturizing and Anti-Bacterial properties**

### *An innovative way to Pamper and Protect*

**Mumbai – May, 2006:** VVF Limited, a leading manufacturer of personal care products, today launched revolutionary skin care soap – Shiff, with skin nourishing moisturizers and anti-bacterial properties.

Extensive research undertaken by VVF Ltd. across the country had highlighted a strong need in the market for a soap which provides wholesome skin care. Indian consumers need a soap that not only provides adequate moisturizers but also protects the skin against omnipresent bacteria.

This led to the creation of Shiff; regular bathing with this soap is the most inexpensive and natural way of achieving and maintaining a glowing and healthy skin.

Speaking on the importance of essential skin care for people today, Dr. Satish Bhatia, a leading dermatologist said, “The two prime components present in Shiff are effective in moisturizing and protecting the skin. Infact clinical tests have shown a considerable improvement in the skin tone on regular usage of this soap.”

The 75 gm Shiff pack is reasonably priced at Rs. 12. It contains NO ANIMAL FAT and is not tested on animals.

Commenting on the launch Mr. Piyush Jindal, Vice President (Personal Care), VVF Limited, said, “Shiff is a result of understanding the needs of our consumers and providing them with a soap that will pamper and protect them everyday.”

Commenting on the launch of Shiff, lovely and vivacious TV Host Pooja Bedi said, “With Shiff now all of us can be the proud owner of beautiful and healthy skin. I love the feel of the soap on the skin. Bathing with Shiff is definitely an exhilarating experience.”

Market is clearly divided into two categories – beauty soaps and germ fighting soaps. With Shiff, consumers for the first time will have a product that combines the best of these two properties.

Shiff is going to be available across the country at all retail outlets.

VVF manufactures some of the premium 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 Princess, Doy Care Aloe Vera, Doy Care Cream and Jo. Setup in 1939, VVF is also a major Oleo-chemical exporter.