

Doy Care Aloe Vera – VVF Limited Introduces New Range of Translucent Soaps
Revitalizing Skin with Genuine Aloe Vera Extracts

Mumbai – December, 2005: VVF Ltd. a leading manufacturer of toilet soaps has introduced Doy Care Aloe Vera - a new translucent original skin care soap with genuine aloe vera extracts.

Research done by VVF had shown Aloe Vera to be an ideal skin companion for all the seasons – as it is highly effective in summers with skin soothing properties while in winter it forms a protective shield with its skin healing properties.

This led to the creation of Doy Care Aloe Vera soap; regular bathing with the soap is the most natural and simple way of rejuvenating and keeping a beautiful skin. Doy Care Aloe Vera is available in three different packs. The 75g pack is priced at Rs.13 and the 125g pack is available at Rs. 21/-, The value pack of three soaps is available at Rs. 33 with its “Buy 2 get 1 free” offer Aloe Vera contains NO ANIMAL FAT and is not tested on animals.

Commenting on the launch **Mr. Piyush Jindal, Vice President, Personal Care VVF Ltd** said, **“Aloe Vera soap is our effort to come closer to our consumers by pampering them throughout the year with the elixir “aloe vera”.**

Aloe Vera 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 Aloevera, Doy care Crème & 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.