



Indulge with Your Best Friend

Veola Hair Spas and Veola Henna Hair Colour Range from the house of Bajaj Herbals all set to pamper Urbane Indian women

March 2, 2010: Bajaj Herbals Pvt. Ltd, one of the leading manufacturers and exporter of herbal products, which recently marked its foray into the Indian hair care industry with its internationally acclaimed hair oil brand - 'VEOLA', unveiled their premium range of **Veola Hair Spas (post-wash conditioners)** and **Veola Henna Hair Colour** to provide ideal hair nourishment & care in the city today.

For nearly a decade Veola has approached hair care combining the goodness of natural herbs and herb extracts with the power of science and with this launch Bajaj Herbals Pvt. Ltd is aiming to play a vital role in the Indian Hair care industry, by making 'Veola' a comprehensive one stop window for all hair care needs.

Customized to match specific hair care needs, Veola Hair Spa products are one of the best ways to pamper your hair while rebuilding its beauty and strength. Fortified with the goodness of natural ingredients the range will be available in four variants namely -

Aloe Vera & Tea Tree Oil - Prevents dandruff, Moisturizes hair providing it UV protection, clears unclogged hair follicles.

Garlic and Lemon - Checks hair loss and breakage while adding volume and shine, also prevents dandruff and enhances shine.

Rosemary & Henna extract - The Heena content protects natural color while conditioning hair, and the active Rosemary ingredient boost shine and volume.

Olive & Almond - Improves elasticity of hair imparting strength, smoothen hair imparts luster.

The exclusive range will ensure your tresses stay healthy and shiny at the comfort of your home and give you the extraordinary feeling of a professional hair spa treatment at a reasonable price.

The newly introduced Veola Henna Hair Colour will be available in four variants - **Black; Brown; Burgundy and Chestnut**. It contains natural heena which provides excellent cover for grey in the most reliable mode.



Speaking on the occasion Sanjay Bajaj, M.D., Bajaj Herbals Pvt Ltd said “The post wash category in hair care segment holds tremendous potential in India. *With our experience in Europe and Middle East markets, we anticipate strong take up of Veola Hair care range by Indian urbane patrons. Our newly introduced Veola Hair Spa Conditioners and Veola Henna Hair Colour range, has been launched in India after a thorough research of the requirements of up-market consumers. With an increasing population and keens for hair products the market is set to witness robust growth.*”

He further elaborated “*Presently valued at Rs 8683 crores**, the Indian Hair Care sector witnessed a 17% value growth last year driven by brands from both pre wash and post wash category. The hair care industry has carved a niche for itself in the Indian Personal Care Industry and presently an Indian consumer’s large quantity of expenditure on self grooming includes hair care products.”

Hair care forms an integral part of a woman’s beauty routine and generations of women have relied on the nature to keep their hair strong and healthy. **VEOLA hair care range** comes with active natural ingredients that provide complete hair nourishment while protecting hair against damage caused due to exposure to extreme weather conditions.

VEOLA Hair Spas will be available in consumer friendly and attractive packs of 250gm priced at Rs 185/- and **VEOLA Henna hair colors** will be available in 15gm sachets priced at Rs. 20 at all leading stores across India

For further details on the products, please visit the company website at <http://www.bajajgroups.com/>

About Bajaj Herbals Pvt Ltd

Established in 1998, Bajaj Herbals Pvt. Ltd is in International Business recognized as a manufacturer and exporter of an extensive range of products. Presently a USD \$ 15 million company, Bajaj Herbals Pvt. Ltd. is essentially an export oriented business house engaged in the industry as a manufacturer and exporter of an extensive range of Hair care, personal care, and food products Bajaj Herbals mission is to deliver innovative and quality herbal products. The group has a state of the art manufacturing plant in Ahmedabad, Gujarat and offices in Sharjah FZE (United Arab Emirates) to cater to the markets in Europe, the Middle East and Africa.

For Further Information please contact

