

**VVF Ltd. Introduces the Wholesome & Natural Jo Herbal Skin Care Soap
Enriched with the Goodness of Glycerine**

Mumbai, April 9, 2007: VVF Limited, India's leading producer of Oleochemicals and manufacturer of personal care products has used the finest and most natural ingredients, including Neem, Tulsi and Aloe Vera extracts to create the **Jo Herbal** soap. This new soap with a pleasant herbal fragrance is the latest addition to their *Jo* range of glycerine enriched soaps.

Natural skin requires gentle, wholesome care made from ingredients friendly to both the skin and the environment. Keeping in mind the need for a pure and natural skin care product, VVF has introduced **Jo Herbal**, a special soap with the goodness of the most natural herbs, Neem, Tulsi and Aloe Vera, that enhance beauty in a pure and natural way. Each of these wonder herbs is known for its wonderful properties and marvelous results on skin.

Jo Herbal with its pure herbal ingredients provides natural supplements that are required for good, healthy and beautiful skin. It not only helps to clean and nourish the skin but also has healing properties. With the combination of these three herbs in a single soap, **Jo Herbal** offers gentle and wholesome care to the skin at any age.

In addition, **Jo Herbal** contains glycerine that absorbs the natural moisture of the skin and helps it seal the moisture, keeping it soft and glowing all year round.

Commenting on the launch **Mr. Piyush Jindal –Senior Vice President, (Personal Care) VVF Ltd** said, “*With our all natural Jo Herbal soap, we want our customer to have a wholesome bathing experience with the holistic blend of natural ingredients, glycerine and a pleasant herbal perfume.*”

Jo Herbal will be available across the country in multi piece Value packs of 4x75g at Rs. 26/- and 4x125g at Rs. 42/-.

VVF Ltd's existing *Jo* range of soaps enriched with Glycerine is available in the market in five other variants: **Jo Rose, Jo Lime, Jo Sandal, Jo Jasmine and Jo Lavender**. It contains NO ANIMAL FAT and is not tested on animals.

Jo Herbal is available across the country at almost 8 lakh retail outlets.

About VVF Ltd:

VVF manufactures some of the premium brands of soaps and cosmetics for global players like Johnson & Johnson, Henkel, Reckitt Benckiser, Colgate Palmolive to name a few, besides having its own range of branded soaps like, Doy soaps for children, Doy Care Aloevera, Doy care Crème, Jo and Shiff. Set up in 1939, VVF is also a major Oleo Chemical exporter.