



A Partner of Choice

Press Release

'Stay Cool. Look Hot' with Doy Care Cucumber Soap

The all new Doy Care Cucumber Soap is enriched with pure cucumber extract that provides a refreshing bathing experience and conditions your skin naturally, leaving it soft, toned and supple.

Mumbai, May, 2015: In today's world, lifestyle, pollution and other environmental factors can leave one's skin looking dry, dull and damaged. Doy Care is a beauty rejuvenator that harnesses the power of pure & natural ingredients to help women look and feel their best, thus restoring their confidence in their pure, natural selves.

This summer, protect your skin with the new and refreshing **Doy Care Cucumber Soap**, launched by VVF (India) Ltd., a global leader in personal care products and Oleo-chemicals since the last 75 years. Doy Care Cucumber Soap is a **skin conditioning soap with pure cucumber**, which provides multiple skin benefits along with refreshing action. The pure cucumber extracts will not only balance your skin oils and purify your pores, but also beautifully tone, cool and soothe your skin.

Mr. Ashish Potdar, Senior Vice President & Business Head-Consumer Products, VVF (India) Ltd., says, "With a drastic increase in temperature and humidity, the skin must be safeguarded from the scorching heat. The Doy Care Cucumber Soap helps to revive the skin and retain coolness. Doy Care Cucumber Soap has pure extract of cucumber, which helps condition skin naturally." He added, "Acting like a skin conditioner, it not only eases sunburns and soothes the skin, but also cleanses and evens the skin tones. It provides unique skin conditioning benefit leaving your skin toned, soft and supple. It

has a very pleasant and long-lasting fragrance. This soap's price range makes it affordable for every section of the society.”

The summer temperatures are already soaring high and the effects have become visible on your skin. It's time to refresh your skin with Doy Care's new summer beauty Cucumber Soap. Cucumber as an ingredient is rich in Phytosterols, amino acids, nutrients like minerals, Vitamin A & C that are natural skin conditioners & collagen builders. Doy Care Cucumber Soap is the perfect summer treat for your skin that will leave it looking healthy, conditioned and beautiful.

Say goodbye to dry, sun-burnt skin and hello to a gorgeous summer glow!

Doy Care Cucumber Soap is available at SKU's: 50gm @ Rs. 10; 75gm @Rs. 23; 125gm @Rs. 35.

Doy Care soaps are available in a variety of pleasant and long lasting fragrances, colors and textures, ranging from Aloe Vera, Honey, Milk and now Cucumber, thereby catering to universal needs of the consumers. Available in distinct sizes, the Doy Care Cucumber Soap can be a cost effective way for consumers to beat the summer heat.

About VVF Ltd.:

VVF is a global player in the Chemicals and Personal Care product industries. Head quartered in Mumbai, India, VVF has over 15 operating centres spread across 4 continents, Asia, North America, Africa and Europe. The company currently stands as one of the largest manufacturer of Oleochemicals in India and one of the largest contract manufacturers of bar soaps in the world. Founded in 1939, VVF celebrated its 75th anniversary in 2014.

The company has three main business verticals - Contract Manufacturing, Consumer Products and Oleochemicals. VVF manufactures some of the finest 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, DOY Care, JO, Bactershield and JO Perfect hair dye.

www.doycare.com www.vvfltd.com

For media queries please contact:

Adfactors PR: Neetu Agrawal - 07738473804 / 09833552171 / 09820531932

neetu.agrawal@adfactorspr.com