

VVF Ltd. re-launches its Doy range of soaps exclusively for children with exciting new packaging and graphics

- Special free colouring kit to go along with each soap

Mumbai – December 17, 2007: VVF Ltd., a leading manufacturer of personal care products, re-launched its **Doy** range of soaps, enriched **with the goodness of Olive Oil** exclusively for children with exciting new packaging and graphics.

The new Doy packaging comes in vibrant colours of green, yellow pink and blue with attractive animal graphics specially designed to match the shape of the soap. **To create a more fun experience for children, VVF has created a unique color space behind the package and is offering a special free colouring kit to go along with each soap.**

Doy Kids range of soaps which is currently available in three exciting shapes; **Mambo (Elephant), Samba (Lion) & Princess**, has now added a new shape to the range – **Teddy (Bear)**.

Priced at Rs.16 per pack the **Doy** range of soaps targeted at kids between the ages of **3 to 10 years is unique as they are the only shaped soaps for children available in India.**

Children's skin is extremely sensitive and needs special care and attention. In cities and towns, children are invariably exposed to the sun, and their skin is affected by UV rays and also by the high level of pollution and germs that stick to the skin. The **Doy** soap for kids, enriched **with the goodness of Olive Oil** not only forms a protective shield over the child's delicate skin but also nourishes it, keeping it soft and healthy.

Commenting on the launch **Gitanjali Diwan, Brand Manager, Doy Kids, VVF Ltd** said, *"The re-launch has seen a complete reworking of the product packaging and the graphics. We hope the attractive colours; graphics and colouring kit will appeal to children and help to make bathing a more fun experience"*.

Speaking on the importance of good skincare for children **Dr. Satish Bhatia, leading dermatologist** said, *"The prime component of Doy, olive oil, is a source of not one but two antioxidants of which Vitamin E is in high content. This not only protects skin, but also has anti ageing properties which maintains the child's soft skin keeping it nourished and healthy."*

Doy soap for kids is available across the country at all retail outlets.

About VVF Ltd:

VVF Ltd. is a leading global manufacturer of Oleo chemicals and Personal Care Products since 1939.

VVF Ltd. 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 Care Aloe Vera, Doy Care Crème, JO and Shiff.

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