

Doy Princess – New Range of Olive Oil Enriched Soaps in Beautiful Shapes and Colours Exclusively For the Girl Child From VVF Limited

Mumbai – October , 2005: VVF Ltd. a leading manufacturer of toilet soaps has introduced Doy Princess - a new olive oil enriched skincare soap exclusively for the girl child.

Research done by VVF had shown that mothers lay huge emphasis on caring for their little daughter's beautiful skin, as they believe it is important to her growing up into a beautiful and confident woman.

This led to the creation of Doy Princess, a specially formulated soap with the benefits of Olive oil to form a protective shield over the little girl's delicate skin, nourishing it while keeping it healthy. Doy Princess in three unusual shapes of Princess, Mermaid and Pixie besides looking after the skin is fun to use and can take little girls into a world of fantasy.

Priced at Rs.14 per pack **Doy Princess** in pleasing pink is a **Princess** wearing a crown while **Mermaid** in purple is a mermaid in cartoon character and **Pixie** in fresh green is a fun and naughty character.

Speaking on the importance of good skincare for a girl from childhood itself **Dr. Satish Bhatia, leading dermatologist said, “the prime component Olive Oil in Doy Princess is a source of not one but two antioxidants, of which Vitamin E is in high content. It not only protects but also has anti ageing properties.”**

Commenting on the launch **Mr.Piyush Jindal, Vice President, Personal Care VVF Ltd said, “Doy Princess is our exclusive offering for the young Indian girls, a unique product created for them based on extensive research. We are sure mothers will find it ideal for their daughters both through its skin care properties and aesthetic appeal.**

Doy Princess 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 Alovera, 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.