

Natural
FRUIT ACTIVES

Introducing ASSURE

Body Wash & Body Polish

15th October 2015



New
ASSURE
BODY WASH

Enriched with Wheat,
Soy Proteins and
Ginseng Root Extract



Assure Body Wash

Enriched with Wheat, Soy Proteins and Ginseng Root Extract

Why do we need to use a Body Wash?

- Our body gets exposed to pollutants and lot of dust
- Keeping our bodies clean is very essential
- Continuous use of soap may disrupt natural pH balance of the skin and making it very dry
- Body wash does not dry the skin and is pH-friendly for the skin
- It keeps the skin soft and supple
- The shower gels are milder than soap, but it is more efficient as they contain gentle cleansing and skin conditioning agents

The Product

Thick foaming cream gently and efficiently cleanse skin while conditioning it. It's refreshing aroma invigorates the senses keeping you fresh all day.



Assure Body Wash

Enriched with Wheat, Soy Proteins and Ginseng Root Extract

The Performance (Key ingredients)

- **Wheat and Soy Protein complex:** Improves skin elasticity giving a softer after feel and radiant complexion. It keeps the skin smooth and healthy
- **Skin Benefitting Vitamins:** Has antioxidant and skin conditioning properties
- **Ginseng Root Extract:** Helps to maintain skin elasticity, vitality, and regeneration capacity of skin cells

The Benefits

- Nourishing and deep cleansing wash, perfect for everyday use
- Helps improve skin elasticity and smoothness
- Gently cleanses without over drying the skin
- Antioxidant vitamins helps improve skin texture and gives a radiant glow
- It conditions the skin and locks essential moisture within for long lasting hydration

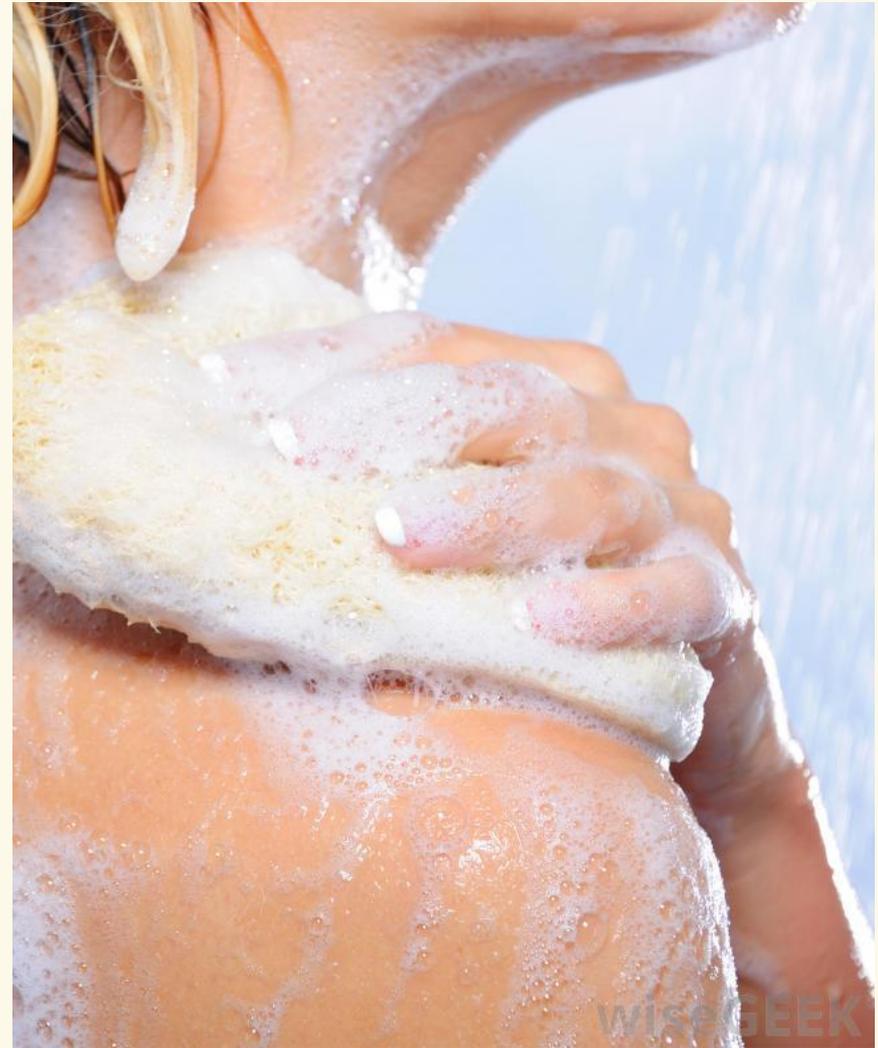


Assure Body Wash

Enriched with Wheat, Soy Proteins and Ginseng Root Extract

The Application

- Apply a liberal amount on wet skin using hands or loofa
- Massage well to form rich lather
- Rinse thoroughly with water



New
ASSURE
BODY POLISH

Enriched with Kiwi and
Strawberry Extracts



Assure Body Polish

Enriched with Kiwi and Strawberry Extracts

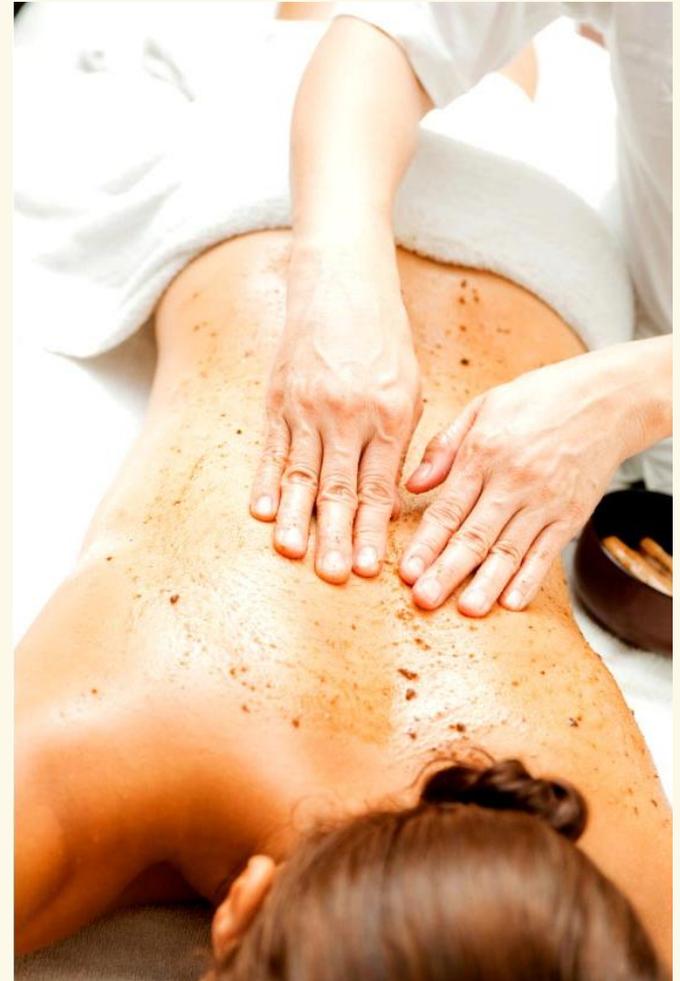
Why do we need to use a Body Polish?

- Our skin renews every 24-40 days, but as we age the cycle time increases making the skin appear dull, unhealthy and unattractive
- A body polish is like a body treatment that exfoliates and hydrates the skin, leaving it smooth and soft
- It is a primary remedy for attaining radiant skin, its just like a facial for your body
- A polished skin looks attractive and healthy

The Product

This exfoliating, foaming gel with real kiwi seeds gently buffs away dead skin cells to leave skin soft and smooth.

It's sweet fruity scent invigorates the senses for a fresh feel all day.



Assure Body Polish

Enriched with Kiwi and Strawberry Extracts

The Performance (Key ingredients)

- **Berry Fruit Complex:** Consisting of strawberry, blueberry, blackberry, mulberry, pomegranate and raspberry extracts, provides antioxidant benefits and emollience to the skin
- It has soothing, astringent and excellent exfoliating properties that buffs away dead skin cells
- **Natural Kiwi Seeds:** Helps to gently buff away uneven skin and dead skin cells making it soft, smooth and supple



The Benefits

- The new Assure Body Polish stimulates the skin cells to generate fresh and healthier layers of skin
- Helps to brighten, moisturize and sooth tired skin giving it instant glow and healthy look
- It remove excessive oil and dirt buildups that clog the skin pores
- It provides a healthy glow giving it a youthful complexion from top to toe

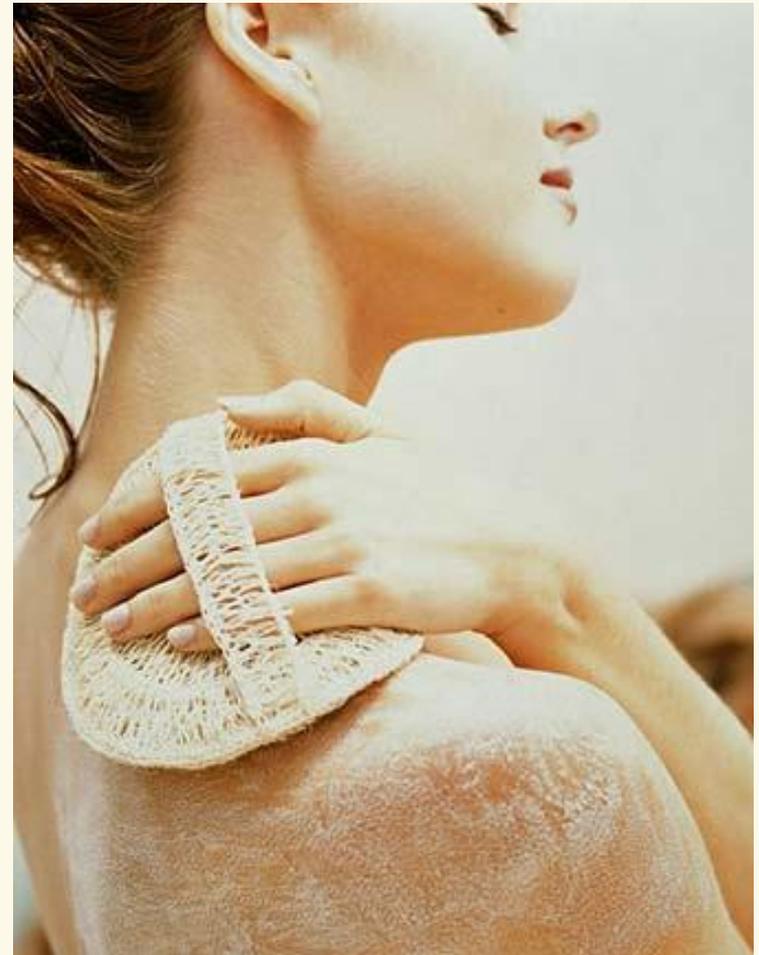


Assure Body Polish

Enriched with Kiwi and Strawberry Extracts

The Application

- Rub a liberal amount onto hands or a luffa
- Massage for a few minutes in circular motion forming enough lather
- Rinse thoroughly with water



Assure Body Wash & Body Polish



MRP Rs. 280/-
DP Rs. 240/-
BV 144
Pack Size 150 ml



MRP Rs. 340/-
DP Rs. 290/-
BV 174
Pack Size 150 ml



TRUMAN

Scalp and Hair Solution

Combines essential phyto-nutrients with time-tested botanical extracts to promote healthy hair growth, and provide strength and natural shine to the hair

Hair Loss

- It is normal to loose 50-100 stands of hair everyday
- If it extends more than 100 strands a day, it is a sign of hair fall problem
- Both women and men experience hair thinning and are at risk of baldness

Factors causing Hair loss

- Age
- Hormonal imbalance
 - In men, caused due to over secretion of DHT
 - In Women, due to irregular cycles, menopause and pregnancy
- Inflammation of hair follicle
 - Dandruff
 - Infection
 - Pollution
- Disorder of blood circulation to the scalp



Hair Loss

Other reasons include:

- Stress and bodily weakness
- Dietary imbalance or nutritional deficiency
- Using abrasive shampoos, hair lacquers, dyes, harsh chemicals and bleaching



Hair Loss

- Patterned hair loss in both men and women is caused due elevated levels of hormone DHT
- Di-hydro-testosterone (DHT) is formed from the male hormone testosterone
- It shortens the growth phase of the hair (anagen phase) – where the hair follicle shrinks to reduce the thickness of hair
- It also makes the hair roots harder which prevents blood circulation and supply of nutrients to the hair



TRUMAN Scalp & Hair Solution

- In order to restart the hair cycle and combat Hair loss, it is necessary to activate the anagen, or growth phase of hair
- Truman Scalp & Hair Solution acts simultaneously on three principal factors that controls the hair cycle
 - Hormonal balance
 - Vascular system
 - Cell metabolism
- It helps to prevent hair loss through carefully selected ingredients that help to nourish scalp and hair
- It contains anti-bacterial agents that helps to solve itching and dandruff related problems
- Free from alcohol, fragrance, silicones and harsh chemical that can lead to hair loss
- Comes with an easy applicator that helps to target specific areas



MRP Rs. 320

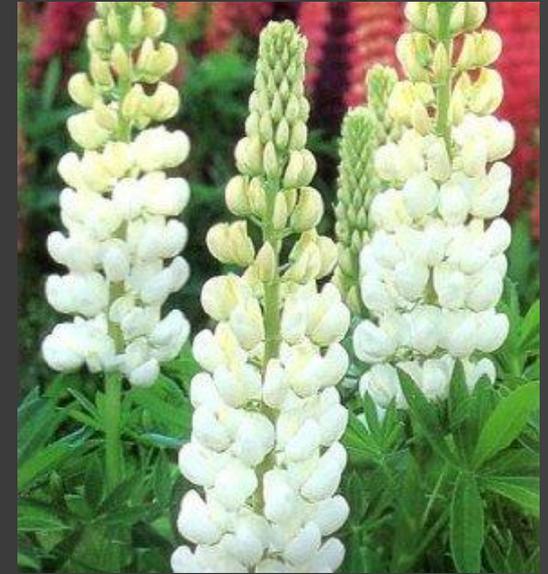
DP Rs. 270

Net content: 30 ml

TRUMAN Scalp & Hair Solution

Active ingredients:

- **Sweet Lupine Protein**
 - Helps to regulate hormones that cause hair loss
 - It is rich in peptides, trace elements and vitamins that helps to improve microcirculation of the scalp and brings hair density to normal
 - Helps to stimulate cell metabolism in the scalp
 - Improves vascularization around the hair follicles that facilitates the supply of oxygen and nutrients required for hair development
- **Polygala Extract**
 - Promotes hair growth and prevents hair loss by increasing hair diameter and weight



TRUMAN Scalp & Hair Solution

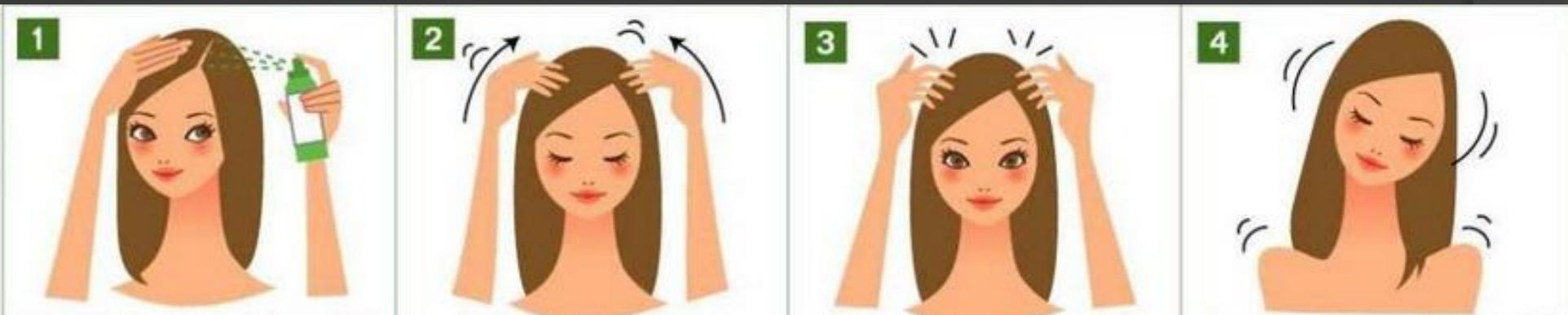
Other ingredients:

- **Tea Tree Oil and Thyme Extract**
 - Has anti-bacterial, antifungal and antiseptic properties and helps to tackle dandruff and itching problem which causes hair loss
- **Multi-Mineral Complex**
 - Contains zinc, copper and magnesium cocktail that helps to revitalize the scalp
- **Aloe Vera Leaf Juice**
 - Provides moisture and acts as anti-inflammatory agent
- **Pro-vitamin B5**
 - Helps strengthen the roots



How to apply

- Apply the Truman Scalp and Hair Solution in various sections from the crown to the base of neck directly on the scalp
- Gently massage for few minutes in a circular motion using your fingertips
- For best results apply everyday after washing hair



Other ways to Combat Hair loss

- **De-stress**

Anxiety and stress are one of the main causes for hair fall. Take out some time for yourself, even if it's in the shower for a few minutes, just to relax and de-stress

- **Eat Healthy**

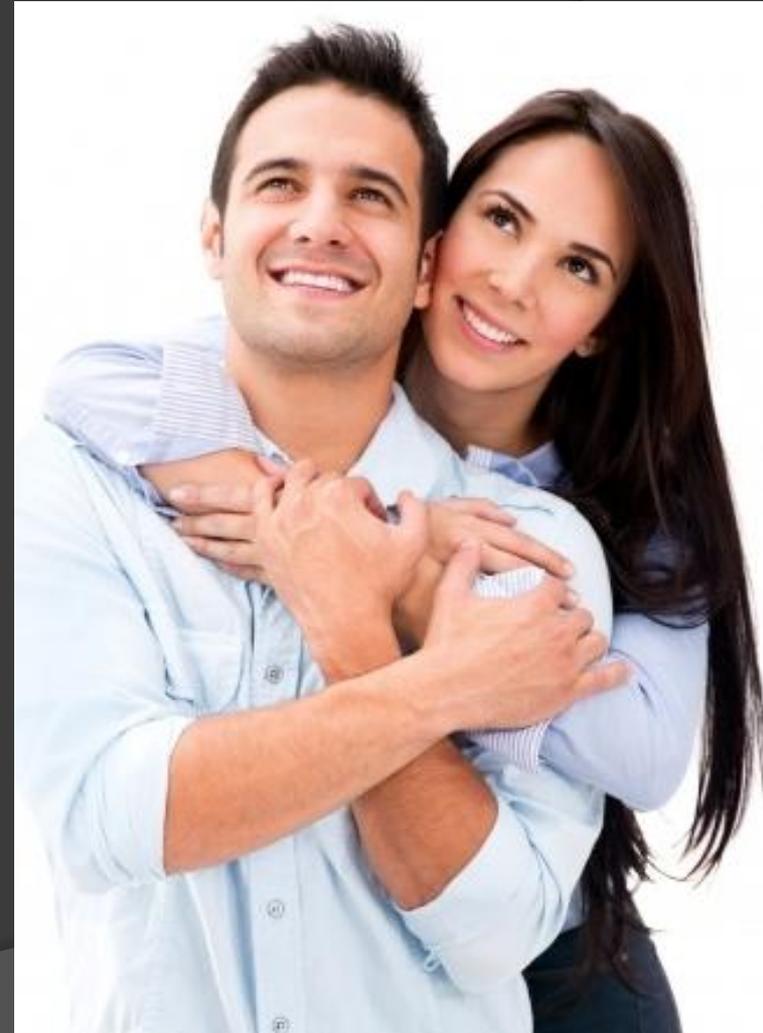
Drink plenty of water and fill your diet with protein and vitamin rich foods

- **Cleanse and nourish with Assure Shampoo and Conditioner**

Dirt and pollution cause build-up that collects and damages hair at the roots. To make your hair less prone to hair fall, clean with a shampoo that gently nourishes hair roots, follow with conditioner. Pamper yourself with a spa treatment with Assure Hair Spa once a week

- **Use Truman Scalp and Hair Solution everyday**

It gives you extra protection after washing and conditioning



Thank you

QUIZ