

SAMI Directs enters women beauty and wellness market with new brand - Johara

SAMI Directs, a subsidiary of Indian Multinational Health Science Company Sami Labs Ltd have entered in beauty and wellness market, which is growing at the rate of 25 per cent every year.

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SAMI Directs, one of the fastest growing direct selling companies, have entered in women beauty and wellness market with its new brand 'Johara- The Science of Cosmetics'. The brand comprises of seven skin care products, three colour cosmetics and one body care product.

Claims to offer handpicked products from the secrets of time-tested botanical ingredients, the premium range of Johara products is devoted to beauty and elegance, in appearance, spirit and care with patented formulations, free of harmful chemicals like parabens, sulfate, synthetic dye or formaldehyde.

Commenting on the new brand, Dr Muhammed Majeed, Founder & Managing Director, SAMI Group said, "Consumer's happiness is our key priority. We understand that skin care products is a kind of personal purchase, which every consumer would like to make with the intent to enhance their natural beauty. Care should be taken not to introduce commercialised beauty products comprising of chemical ingredients which are harmful to skin. Keeping this in mind, we have stepped in with our skincare and cosmetic range made from active components of ayurvedic herbs under cosmeceuticals category."

Enriched with standardised botanical extracts, which are also dermatologically tested, non-irritant and non-sensitising, in its first phase of launch, Johara skin care range comprise of Johara PhytoBright Whitening Regime, which has the Cleanser, Mask, Dark Spot Corrector, Essence, Day Lotion SPF 20 and Night Cream.

The Colour Cosmetic range includes 12 shades of Johara Crème Rich Lip Colour, 14 shades of Johara Pro Shine Nail Colour, Johara Nail Colour Insta Remover, while the body care range includes Johara Refreshing & Nourishing bath soap.

