

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

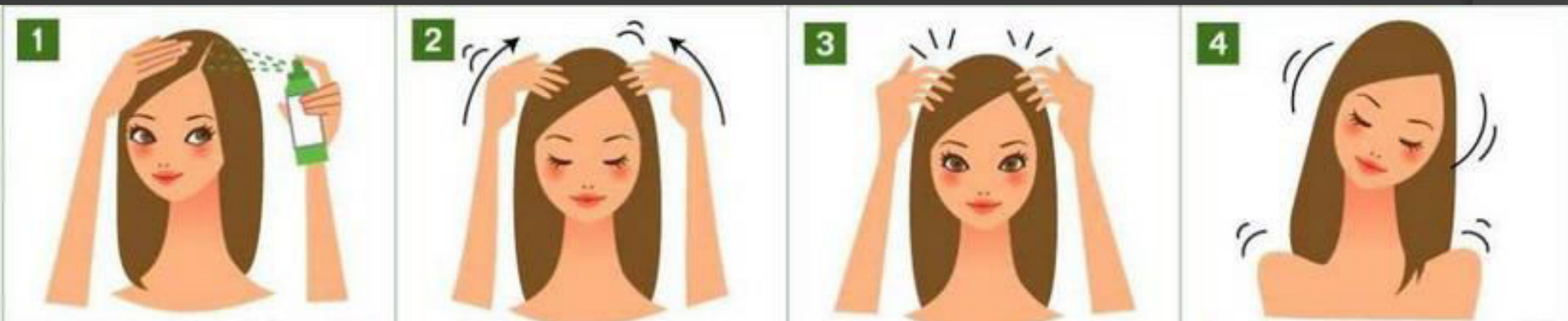
## Other ingredients:

- **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