



Sami Direct enters Cosmetics space

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Sami Direct Marketing Pvt Ltd, a subsidiary of award-winning ingredients innovator Sami Group, has introduced its skin care, colour cosmetic and body care range of products under the brand name Johara – The Science of Cosmetics. Johara or 'jewel' in Arabic is created on the premise that just like jewelry adorns your natural beauty, the Johara range of products are devoted to beauty and elegance, in both appearance and spirit.

Growing disposable income and changing lifestyles in the country, with consumers ready to try out new brands and women becoming an increasingly significant part of the workforce, are driving the annual growth rate of the Indian beauty and cosmetics markets. There is also a growing shift with more and more Indian consumers opting for products with active botanicals, safe for the human skin. It is estimated that the country's retail beauty and cosmetic industry will reach \$2.6 billion by 2020 and with the launch of Johara, Sami Direct is confident of building a strong presence here with its premium range of products made with standardized botanical ingredients and patented formulations.

Commenting on the launch, Dr Muhammed Majeed, Founder & Managing Director, SAMI/Sabinsa Group said, "As we grow into a truly global organization and continue to launch world class brands, we are not only improving our Company's performance, but we are also changing lives.

The Sabinsa and Sami Group has worked relentlessly for over two and half decades to unlock the potential of herbs, extract its natural goodness and gift the world pure wellness. Johara is the culmination of this on-going effort in Research and Development for more than two and half decades and over 120 scientists diligently focusing their efforts towards creating effective and safe products. It gives me immense pleasure to share that the Johara brand is registered with 66 countries, and 20 more registrations in the pipeline which clearly indicates that it's a flagship premium brand in the Sami Direct portfolio of innovative, quality beauty products."

He further adds "We have been tirelessly working towards increasing our supply chain as we experience consistently growing acceptance for our products, which are backed by first-class research, in the Indian as well as global markets."

With this launch into skincare, body care and colour cosmetics, Johara has unveiled the categories by introducing 6 PhytoBright whitening regime products, 12 shades of Crème Rich Lip Color, 14 vibrant shades of Pro Shine Nail Color, a Nail Color Insta Remover and Refreshing & Nourishing Bath Bar. The company plans to announce additional skincare and cosmetics in a phased manner over the next few months.

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. These products comprise of clinically relevant standardized botanical extracts, which are also dermatologically tested, non-irritant and non-sensitizing. No product has been tested on animals.

Sami Direct offers exceptional and life changing products, in the categories of nutraceutical product range such as Bioprotectant, Calci D Max, Cran DM Plus, CoQ Energizer, Curcumin C3 Power, GlycaCare, IgG Plus, Leangard, Leangard Protein Drink Mix, Livstrong, Lycopene ?, MACUMAX, Moisturising Cream, Omega Bioplus, Organic Spirulina, Osteostrong, R3 Power, ToxiFlush, Vita Essentials and cosmeceutical products range under brand name Johara. Sami Direct has been growing at a rate of 25 to 30% year on year and looks forward to clock a turnover of Rs 150 crore in the next two years.