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Vestige ramps up supply of immunity products

New Delhi based Vestige Marketing Pvt. Ltd., Indian direct selling companies providing health and wellness products is witnessing a sharp spike in demand growth for its immunity building as well as its home and personal hygiene products in March’20 as com

By **Kalyani Sharma** | April 28, 2020



vestige-ramps-up-supply-of-immunity-products

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Products witness double digit growth in March 2020

New Delhi based Vestige Marketing Pvt. Ltd., Indian direct selling companies providing health and wellness products is witnessing a sharp spike in demand growth for its immunity building as well as its home and personal hygiene products in March'20 as compared to earlier months.

To gear up for this consumer demand, the company is adjusting production schedules and logistics of its immunity boosting nutrition supplements, home care and personal hygiene product ranges, to ramp up supply of 'Vestige Immunity Boost Pack' and 'Hyvest' range of home care products, respectively, to their customers.

Vestige Immunity Boost Pack comprises of products like Vestige Aloe Vera, Vestige Spirulina, Vestige Noni, Vestige Amla and Vestige Colostrum and recently launched Vestige Sea Buckthorn. These products provide the richness of essentials in the current context, like Vitamin C delivered through Amla and respiratory support delivered through Noni and viral defence through Colostrum. Sea Buckthorn is well-known for its antioxidants and immunity building properties.

Commenting on the company's ramp up plan, Gautam Bali, MD, Vestige Marketing Pvt. said, "COVID-19 has brought upon human race a threat of unprecedented proportion. Each one of us need to stay healthy and positive, be patient and have faith that it is only a matter of time before we come out of this situation.

The three golden rules of protection are social distancing, maintaining highest level of hygiene, and uncompromised nutrition. The present crisis has underscored the importance of proven immunity boosting nutrition generics and supplements by those who can access them. Vestige has strong product offerings in both the nutrition, home care and hygiene space, which are seeing a sudden surge in demand and therefore, we are taking necessary actions to address the need."

He further added, "We see that our new distributor enrolments after the lock-down has been on the back of interest in our immunity building, home care and personal hygiene products;

thereby, vindicating the power of our brands in this space.”

Nutrition plays an important role in strengthening and maintaining a proper immune function. A strong immune system helps the body battle the viruses and bacteria that cause infection or disease, including COVID-19. According to a Euromonitor International report, the demand for immunity building products in India has been steadily rising over the years.

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