



Vatika pioneers new product category in Middle East with the launch of Vatika Naturals Hair Color Creme

Combines natural hair care using herbal ingredients with the latest in color technology from USA

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Dabur International, one of the most trusted and recognized personal and healthcare companies in the world, has announced the Middle East launch of Vatika Naturals Hair Color Creme, offering 100 per cent grey coverage and hair nourishment with natural ingredients. Jointly developed by Vatika's leading international experts in natural hair care and specialists in color technology from the USA, Vatika Naturals Hair Color Creme marks Dabur's entry into a new product category with an offering that brings innovation that is safe to use and provides nourishment while colouring.

Vatika Naturals Hair Color Creme comes in seven popular shades: Blackberry Black (Blue Black), Blackseed Black (Black), Coffee Brown (Dark Brown), Castor Brown (Medium Brown), Almond Brown (Light Brown), Beetroot Red Brown (Deep Red Brown), and Hibiscus Red (Intense Red). The entire product range, which is manufactured in the USA, benefits from a unique mix of nourishing herbal ingredients that make hair soft, shiny and silky, while delivering visible results in just 30 minutes.

The range is divided into 3 shade families – the black family, the brown family and the red family. The black family is enriched with natural extracts of Blackberry, which is traditionally known to deepen black color; Blackseed, which is known to give shine and strength to hair; and Black Olives, which helps nourish hair from root to tip.

The brown family is enriched with natural extracts of Coffee, known to impart brown color; Almond, which helps nourish and strengthen to give silky-soft, shiny hair; and Castor, which fosters hair growth.

The red family uses Beetroot, which is known to promote healthy scalp; Pomegranate, which moisturises hair and protects it from damage; and Hibiscus, which is known to deepen red color.

Vivek Dhir Chief Marketing Officer, Dabur International, said: "Vatika Naturals Hair Color Creme is a completely new product that delivers 100 per cent grey hair coverage with its wide selection of vibrant natural colors, while keeping hair healthy and strong. The colors of nature truly come alive as the product benefits from Vatika's decades of experience and specialised expertise in natural hair care and the latest hair colouring technology from USA. Unlike other chemical hair color products, Vatika is enriched with natural herbs that help nourish hair while colouring. Moreover, the product also features a highly innovative and attractive packaging in the shape of a pyramid, giving it a sophisticated look that complements its extremely effective formulation. Vatika Naturals Hair Color Creme is a very important breakthrough in permanent hair colouring that further consolidates the reputation of Vatika brand as one of the world's most trusted names in personal care products."

Vatika Naturals Hair Color Creme is available in a 100ml pack with 50ml Colouring cream tube and 50ml Developer milk bottle. It also has an 8 ml sachet of Vatika Naturals Nourish and Protect Conditioner, absolutely free. The pack also contains complimentary gloves and applicator brush.

Dabur International is a wholly owned subsidiary of Dabur India that has an overall turnover of over USD 1 billion and a market capitalization of USD 4 billion. Dabur's International Business Division headquartered in Dubai is the cornerstone of its growth strategy, reaching a milestone of AED 1 billion within only eight years of its existence.

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