

Vatika introduces 'Blending Rituals' with the power to curate customized unique formulas to solve hair woes

UAE's first customized Hair Oil Solution lets users choose from a wide variety of 100% pure oils to create a unique blend based on individual hair care needs

DUBAI, UNITED ARAB EMIRATES, January 31, 2022 /EINPresswire.com/ -- Vatika Naturals, a leading name in the hair care industry recently unveiled its latest prodigy named, 'Vatika Blending Rituals'. Offering an exclusive formula for every hair problem, the new range lets users choose from eight essential oils to blend in one to create an effective solution for their hair care needs.

Providing accessibility and sustainable packaging while investing in result-oriented formulas; Vatika's 'Blending Rituals' offers chemical-free formulas in environment-friendly packaging. The user-friendly interface on Vatika's official website has been abled with advanced features to understand personal hair concerns to deliver unique blends of hair oil solutions. Alternatively, users can also choose their own ingredients (up to four) for the desired outcome. With choices that are good for both, you and the planet; Vatika takes further its commitment towards a clean and green brand.



Vatika Naturals



Ms. Habiba Al Marashi & Mr. Nishant MSN, Head of Marketing at Vatika at the 'Blending Rituals' initiative

Speaking of this first-ever initiative in the haircare sector, Mr. Nishant MSN, Head of Marketing at Vatika said; "We understand that every individual has unique hair care needs. With Vatika Blending Rituals we are giving power to the consumers and delivering unique solutions that every woman can trust her hair with. The power to choose and blend natural oils for hair care woes that only she knows best. This is an integral part of our continuous efforts to help our consumers to live their natural best. Vatika brings the best from Nature and Vatika gives back more to nature through our sustainability initiatives like our Notes by Nature Campaign, where we have one tree planted for every 1000 views of our campaign video. We are continuing our commitment towards nature with a promise to plant one tree for every pack of Blending Rituals purchased by our consumers."

In sync with the brand's philosophy, the 'Blending Rituals' initiative was launched in Dubai's dense green Al Barari Playground and was attended by over 100 popular influencers in the UAE as well as gracing the occasion as a chief guest was Ms. Habiba Al Marashi, who is an established environmentalist and the Co-Founder of Emirates Environmental Group. Welcoming Vatika's unique initiative, she said; "It is truly heartening to see a global brand walk their brand offering and care for the environment hand in hand. The seeded paper packaging consisting of seeds of native vegetation is so unique and indeed is a reflection of Vatika's commitment towards a sustainable and planet-friendly hair care solution."

To know more and select 'Blending Ritual' visit www.vatika.ae/blendingrituals.

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