



CavinKare's premium Nyle Naturals Shampoo now in a brand new Avatar

Introducing a first of its kind Nyle Naturals Anti - Dandruff Shampoo infused with nature's choice - Curd

Chennai, 13th February 2016: Nyle Naturals, the premium shampoo range from the house of FMCG major, CavinKare has announced its re-launch and its brand new outlook, which truly stands out from the clutter. In addition to the re-launch, the brand has also introduced a truly unique Nyle Naturals Anti-Dandruff Shampoo, made with the goodness of nature's choice - Curd. Day by day the demand for natural ingredients-based shampoo is increasing and consumers are looking forward to a natural solution which cares and nourishes hair. Keeping the increasing demand in mind, these six variants have been conceptualized and are loaded with the goodness of various natural components. The renewed variants will combat everyday haircare problems including hairfall, damage, dryness, dandruff, pollution and many more.

Speaking about the relaunch, **Mr. CK Ranganathan, Chairman & Managing Director, CavinKare Pvt. Ltd.** said, "In recent times, the natural shampoo category is witnessing rapid growth in the personal care space with the increased belief in natural ingredients amongst consumers. Being available in the market for more than two decades, Nyle has etched a position for itself as a strong and serious contender in this space. With an out of the box approach in our marketing strategies and competitive yet affordable pricing policy, the newly launched Nyle shampoo is sure to garner a strong visibility and become the consumer's most preferred shampoo brand."

The new range of Nyle Shampoo, with its unique transparent look and the goodness of natural extracts helps in solving dedicated problems related to hair. The new formulation shampoos are pH-balanced, hence it helps to protect hair from harmful alkaline and keeps hair cuticles aligned, thereby giving a smooth feel to the hair. The shampoos are also free from Paraben which is being researched for its negative side effects.

- **Anti-Dandruff Shampoo** – The newly added variant contains one of the most beneficial ingredients - curd along with aloe vera and lemon and helps protect the scalp from itchiness, skin redness and formation of dandruff flakes.
- **Damage Repair Shampoo** with the strength of ingredients such as papaya, amla, hibiscus and shikakai, gives protection for weak hair, making it strong and smooth.
- **Dryness Hydration Shampoo** is created with the rawness of amla, tulsi, green tea and aloe vera in order to protect hair from dryness and damage to hair.
- **Volume Enhance Shampoo** has the richness of amla, lavender and blackberry and helps to give voluminous feel to the hair giving along and bouncy look



- **Anti-Hair fall Shampoo** revitalizes with the effect of Coconut milk, almonds and amla, helps to reduce hair fall.
- **Pollution Shield Shampoo** infused with the goodness of water lily, aloe vera and amla fights against dust and pollution.

Nyle's recent 'Nyle Naturals' series comes in a stylish packaging and is infused with refreshing natural ingredients. Ranging from 90ml to 800ml, the products are available at all kirana stores and retails outlets across the country.

About CavinKare Pvt. Ltd

CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavour. Today with a turnover of over 1200 crore, CavinKare has achieved many significant milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish a firm foothold in the national market. CavinKare's success is based on it being firmly grounded to its corporate mission- 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.

"Cavinkare Pvt. Ltd has been ranked as 'India's most trusted FMCG diversified Brand' by The Brand Trust report India study 2016."

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