

Introducing Meera Herbal Hair Oil - a solution to most of your hair problems!

Chennai, 27th February 2018: Long, lustrous hair is a desire and dream for every woman. Increasing level of stress, pollution and extreme weather conditions affects the health of hair and causes severe damage to the scalp. Diversified FMCG conglomerate, CavinKare has recently launched a one-of-its kind, Meera Herbal Hair oil with the goodness of twelve traditional herbs infused in a blend of 4 different oils

The herbs are handpicked and of the finest quality, for which ancient knowledge of ayurveda has been used in the extraction process. This involves a two stage process, where in the first stage sunlight is used to extract a selective herb in its natural form without drying. In the next stage, the remaining 11 herbs are immersed in coconut oil and sesame oil and processed through ayurvedic Thailapaka Vidhi process.

These extracts are further added to a mixture of two essential oils - Rosemary and Ylang Ylang. These with their therapeutic properties are well known for their stimulating effect which helps promote hair growth.

Curated by a team of experts, Meera Herbal Oil is poised to combat hair woes with the benefit of ayurveda. The natural herbs include Bhringaraj which is known to nourish the hair, and Brahmi and neeli avuri which are known to stimulate hair growth. Hibiscus and Henna, which are traditionally used for their hair coloring benefits and marigold which is known to help improve blood circulation. Black cumin is known to possess anti oxidant properties. Meera Herbal Hair Oil is clinically tested by an independent dermatologist. It controls hairfall that occurs due to hair breakage. Also it is proven to increase hair density and generate hair growth from follicles on regular usage.

It is available across stores in Tamil Nadu and is priced at Rs. 45/- and Rs. 80/- for 75ml and 175ml bottles respectively

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 Chill out), 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 equipments and technologies constantly supports the divisions in their endeavor. Today with a turnover of about Rs. 1450 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'.

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