



CavinKare launches 'Natural & Pure' a sulphate-free haircare range under Nyle

- *With Nyle 'Natural & Pure' launch, the brand is set to bring a haircare range that is No-Sulphate and curated with exotic natural ingredients in a convenient format and at a great price.*
- *The 'Natural & Pure' range guarantees an enhanced experience with its innovative formulation and includes shampoo, conditioner and 1 Step Express Hair Spa (2 in 1 Shampoo + Hair Mask) in 3 variants - Argan Oil & Avocado, Tea tree & Rosemary and Murumuru butter.*



Chennai, 29th May 2023: Elevating brand Nyle's natural offering portfolio with an exotic touch, FMCG major CavinKare today launched, '**Nyle Natural & Pure**', a No-Sulphate hair care range in the Clean Beauty Space. The range has been curated with an innovative formula which encapsulates best quality products that are efficacious, offers better experience and is available at a great price to the consumers. This No-Sulphate Range is set to offer consumers a slew of hair care products like shampoos, conditioners and 1 Step Express Hair Spa (2in1 Shampoo + Hair masks) enriched with natural and exotic ingredients. Positioned as a premium hair care brand, the move to launch Nyle Natural & Pure is a step in the direction towards further strengthening CavinKare's presence in the natural hair care segment. The products will be available in modern trade outlets across its key markets.

Commenting on the occasion, **Mr. Rajat Nanda – Business Head Personal Care, CavinKare Pvt. Ltd.** said, *"Nyle has enjoyed a great reputation for being one of the finest natural hair care products in the FMCG space. The intent to launch 'Nyle Natural and Pure' No-Sulphate range, is an organic step towards further deepening our presence in the segment and bringing in a robust mix of offerings, tailor-made to each hair care challenge of the Indian consumers*



and available at a great price. The range is curated with best-in-class exotic natural ingredients, with an innovative gentle formulation that delivers on product efficacy and better experience.”

The wide range of offerings under Nyle Natural & Pure is conceptualised with an innovative formulation which oozes with the richness of exotic ingredients that are highly efficient and sourced from far and wide. The haircare range has shampoos, conditioner & 1 Step Express Hair Spa (2in1 Shampoo + Hair Mask) which comes at a great price. The 3 variants have interesting exotic natural ingredient combinations - Argan Oil & Avocado that helps control frizz, Tea tree & Rosemary that helps fight against dandruff, Murumuru butter that nourishes hair. The shampoo range is available in 300ml and 475ml bottles priced at Rs. 369 and Rs 529 respectively. Conditioners in 300ml bottle priced at Rs. 489 and the 1 Step Express Hair Spa (2in1 Shampoo + Hair Mask) available in 200ml tub packs priced at Rs. 569. The products are available across modern trade outlets like retail stores and supermarkets.

About Nyle Naturals: Nyle Naturals is the National haircare brand of CavinKare which has a wide range of shampoo variants, with the goodness of natural extracts of Hibiscus, Shikakai, Lemon, Curd, Black Berries and Reetha and unique formulations of Apple Cider Vinegar and Argan Oil It fights dryness, giving smooth manageable hair. The pH balance of Nyle shampoo gives you the additional damage protection. It moisturizes dry and rough hair to make it soft & silky. Regular usage makes hair healthy. Besides protecting your hair and scalp from going dry, it also makes them smooth and manageable. Nyle Naturals is a range of natural and safe ingredients backed by robust research. The range of shampoo products will provide solutions to every hair concern and provide nature’s goodness.

About CavinKare Pvt. Ltd: CavinKare is a diversified FMCG major with a 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). Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. Most of the brands are clear winners in their respective product categories. A dedicated R & D center equipped with the latest equipment and technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive



edge with a sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare's success is based on it being firmly grounded in its corporate mission 'We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.