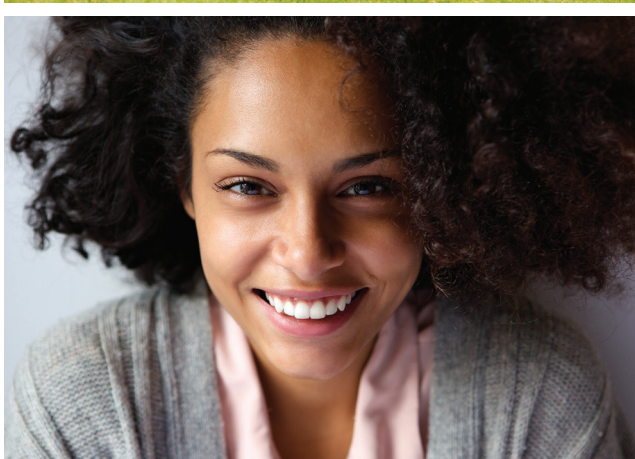




VITAVON
Life | Smart Products.
Smart Living.





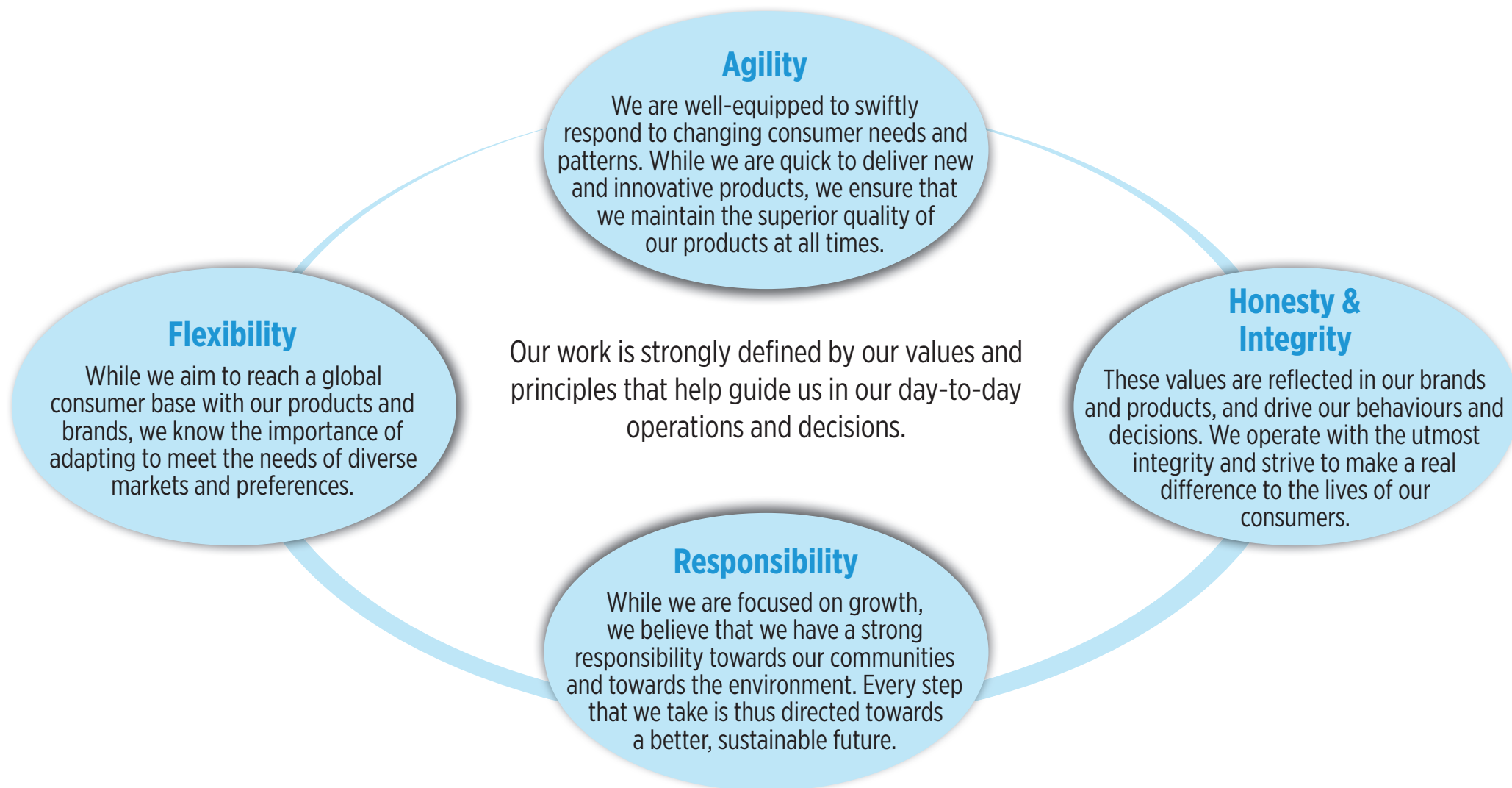
About Us

Vitavon Life is a recently-established consumer products company dedicated to the development, supply, sales and marketing of consumer brands and products that are relevant in the everyday lives of consumers around the world.

Our mission is to deliver 'real and relevant benefits' to consumers across the globe through superior-quality, need-based products. Perfectly encapsulated in our tagline, Vitavon Life aims to provide consumers with **smart products for smart living.**

Though our current strengths and core competencies lie mainly in the area of personal care, we aim to expand our product portfolio to include a wide range of products in the FMCG industry.

Our Values



Our Strengths

Our objective is to leverage our core strengths to create products that improve the lives of our consumers.



Customer-Centricity

Our customers are at the forefront of everything we do. Through extensive market research, we aim to understand consumer preferences and use this knowledge to provide them with products that satisfy their actual needs.



Benefit-Based Innovation

We believe in constantly innovating to find smarter, more effective solutions to fulfill the needs of our consumers.



World-Class Scientific Development & Testing

Our approach to product development is strongly rooted in world-class science and technology. By employing and partnering with best-in-class specialists, we ensure that all ingredients used in, and all products developed and launched under Vitavon Life are backed by world-class scientific development and testing.



Local Expertise

Our presence in various geographies is strengthened by our on-ground local expertise that helps us in understanding the needs of local markets and thus creating a strong differentiator with our products.



Brands that make a Difference

We have launched several unique and high-quality brands that cater to consumers across age groups and diverse geographies. The relationships that we build with our consumers help us keep up with their changing needs, and as we strive to meet those needs, we are reminded everyday of the difference we make in their lives.

Bath & Beauty

The Jo range of bath & beauty products was conceived to help today's woman maintain and enhance her beauty in a smart and affordable way.

Available in an array of rich fragrances ranging from sweet and floral tones to woody, herbal and fresh notes,

JO products are enriched with ingredients sourced directly from nature, thus helping women preserve their beauty in a pure and natural way.

Baby & Kids

The Softsens range is made up of the finest baby products that will help parents provide their babies with the best care and nourishment in those early years.

The products are specially formulated with the gentlest ingredients that care for and nourish a baby's delicate and sensitive skin, leaving it soft, smooth and supple.

Health & Hygiene

Bacter Shield provides families with daily protection from germs, with the promise of '100% FUN with 0% FEAR'.

The range of soaps, body-wash and hand-wash are fortified with a powerful germ guard formulation that helps maintain the freshness of skin in addition to moisturizing one's skin.

Our Brands at a Glance



OUR PEOPLE

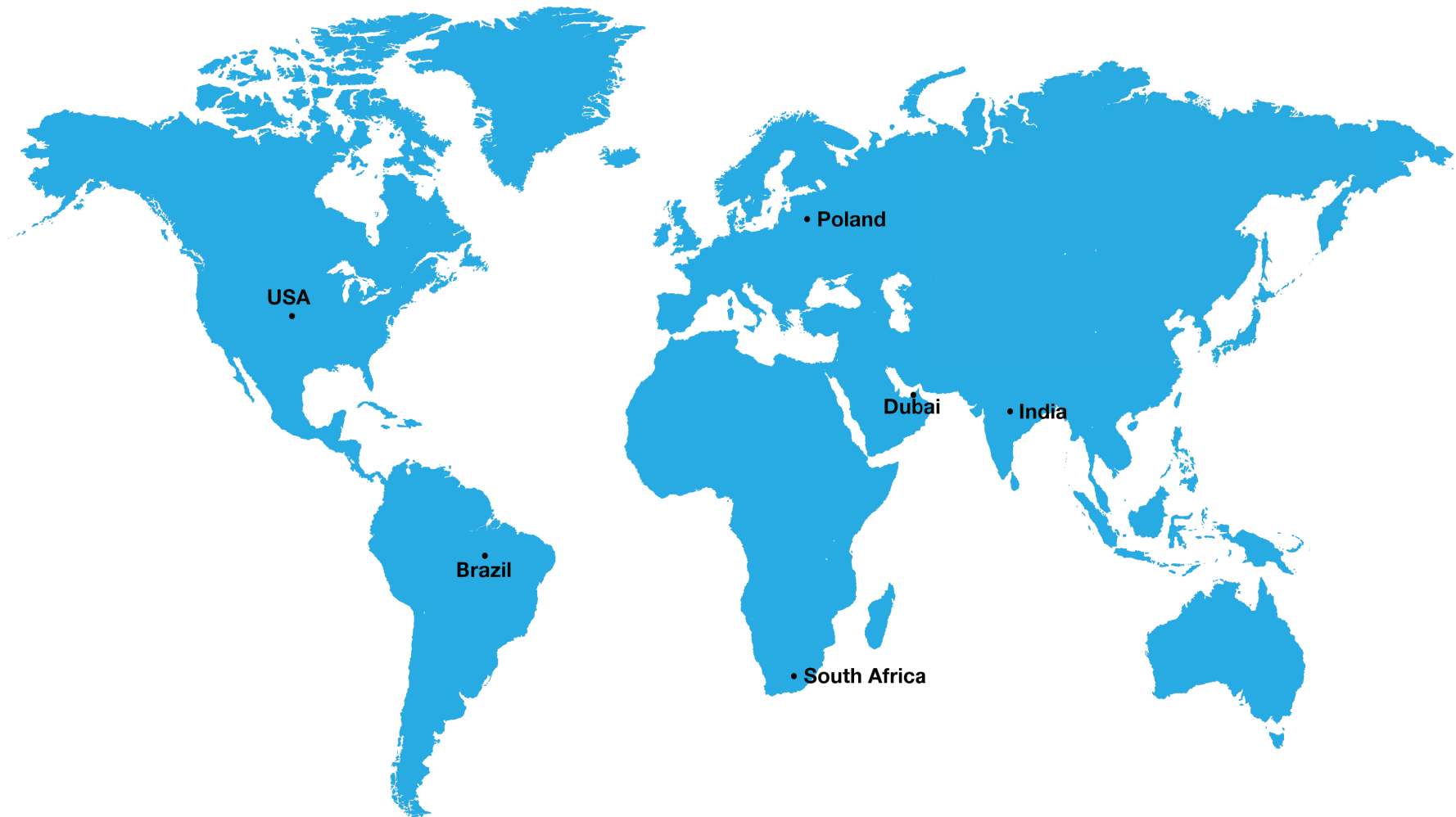
Our people are our most valuable asset. Our teams across the globe consist of highly talented, motivated and experienced individuals that are dedicated to upholding our values and philosophy.

At Vitavon Life, we strive to create an exceptional work environment for our employees, shaped by fair practices and opportunities for career growth.



GLOBAL REACH

With a strong global presence, we hope that our brands & products reach our expanding and diverse global consumer base and connect with them. It is our aim to offer consistently high quality products and services in every region in which we are present, thus firmly establishing our presence in those regions.





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