



VITAVON

Life | Smart Products.
Smart Living.





ABOUT US

Vitavon Life is a consumer products company dedicated to the development, 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.**

OUR VALUES

At Vitavon Life, our work is strongly defined by our values and principles that help to guide us in our day-to-day operations and decisions.

Agility

We are well-equipped to swiftly respond to changing consumer needs and patterns. While we are quick to deliver new and innovative products, we ensure that we maintain the superior quality of our products at all times.

Flexibility

While we aim to reach a global consumer base with our products and brands, we know the importance of adapting to meet the needs of diverse markets and preferences.

Honesty & Integrity

These values are reflected in our brands and products, and drive our behaviours and decisions. We operate with the utmost integrity and strive to make a real difference to the lives of our consumers.

Responsibility

While we are focused on growth, we believe that we have a strong responsibility towards our communities and towards the environment. Every step that we take is thus directed towards a better, sustainable future.

OUR STRENGTHS

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



CONSUMER-CENTRICITY

Consumers 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 and all products developed and launched 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, and local relevance for our brands.



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

For over 15 years, JO has helped deliver superior-quality products at great value to women across the world. Today, JO is the **'smart choice'** for so many women around the world, helping them take care of their beauty needs.

To know more about JO, visit us on www.josmartbeauty.com

Baby & Kids

At Softsens, we are inspired by real mothers across the world to create baby products that fit your diverse and unique needs. We provide you with superior quality products that make parenthood a whole lot easier.

We aim to be the trusted one-stop shop for all your baby essentials, by providing the complete range of baby products that any parent will require. To know more, visit us on www.softsensbaby.com



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 washes, hand-wash, sanitizers and much more are fortified with a powerful germ guard formulation that eliminates up to 99.9% of germs and helps maintain the freshness of skin in addition to moisturizing it.

To know more, visit us of www.bactershield.com



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





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