

Now, Ayurvedic Protection For Your Hair & Scalp With Dabur Total Protect Shampoo

Launch marks Dabur's entry into health shampoo market

Ghaziabad, Uttar Pradesh, July 5, 2009 /[India PRwire](#)/ -- Exposure to harsh sun, pollution and our hectic daily routine end up damaging even the healthiest of scalps leading to thinning of hair and other related problems. But no matter what type of hair and scalp nature blessed you with, Ayurveda has the solution for all your hair woes.

Dabur is now bringing the age-old benefits of Ayurveda in a shampoo with the launch of Dabur Total Protect Shampoo. Backed by its core philosophy of offering exceptional products that are natural with wholesome goodness of Ayurveda that contribute to the well-being and beauty of consumers, **Dabur India Ltd., today unveiled its latest Ayurvedic marvel, Dabur Total Protect, a complete & only health shampoo for your family that protects the health of your scalp & beauty of your hair from all modern day hazards like pollution and grime to give your mane a lovely sheen!**

Speaking at the launch conference, **Mr. Kunal Dhawan, Sr. Marketing Manager, Dabur India Ltd.** said: "Modern day life has exposed all of us to various hazards like pollution, grime, dust, sunlight etc. which makes our hair dull, rough and unmanageable. Additionally, with limited time on hand, consumers use chemical based products which cause harm in the long run. **Powered by Ayurvedic ingredients like Neem, Bhringraj, Triphala, Pushkarmool and Japa Pushpa (hibiscus), Dabur Total Protect Shampoo has been conceived with the idea of protecting the health of your scalp & beauty of your hair.**"

While Neem's anti bacterial properties help take care of your scalp, Bhringraj acts as a tonic and helps reduce hair fall. Further, Triphala -- which has the natural benefits of amla, bahera and harar -- helps give a multi-toner treatment to all hair problems. Additional benefits of Japakusum (hibiscus) & Pushkamool help maintain the colour of hair and prevents scalp diseases. So, it is a potent ayurvedic shield that gives your hair an all-encompassing goodness and glamour, Mr. Dhawan added.

The total shampoo market in India is pegged at Rs. 2,600 crores and is growing at 15% annually. "With lifestyle and consumer preferences changing, it is important that we address consumer needs in a more focused manner. Dabur Total Protect Shampoo is specially targeted at the discerning and contemporary females between 18-32 years who care for their family and look for complete hair care solutions across all age groups. Dabur Total Protect Shampoo is a heavily research-oriented product that helps consumers address their hair care needs in the long run," Mr. Dhawan said.

The company plans to garner significant share of the market in the first year of launch. Innovative promotions, trials, consumer activation are being initiated by the brand to excite the customers.

Notes to Editor

About Dabur India

Dabur India Limited is one of India's leading FMCG Companies. Building on a legacy of quality and experience for over 125 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company. Dabur India's FMCG portfolio today includes four flagship brands with distinct brand identities -- **Dabur** as the master brand for natural healthcare products, **Vatika** for premium personal care, **Hajmola** for digestives and **Réal** for fruit-based beverages.

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