

Herbalife India forays into skincare segment with Vritilife Outer Nutrition Range

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Launches Ayurveda-inspired luxury skincare range and positions the company for continued growth

Highlights:

- *Vritilife now also offers Facial Cleanser, Facial Toner, Facial Serum, and Moisturiser.*
- *Made in India and dermatologically tested*.*
- *Developed at Herbalife's Centre of Excellence in Bangalore*
- *Herbalife India's Q1 2024 net sales reached \$203.5 million, showcasing strong growth.*

Herbalife India, a premier health and wellness company and community, announces the launch of Vritilife Outer Nutrition Range, unveiling its entry into the Indian luxury skincare market. The newly launched skincare range includes a Facial Cleanser, Facial Toner, Facial Serum, and Moisturiser.

Developed at Herbalife's dedicated Centre of Excellence in Bangalore, the Vritilife Outer Nutrition Range has undergone rigorous clinical research. This ensures safety, efficacy, and traceability from raw material to finished product. The range combines authentic botanicals and Ayurvedic-based formulations with natural oils containing higher actives, catering to the demands of modern lifestyles. With this launch, Vritilife becomes an important part of Herbalife's product portfolio.

Herbalife India has shown consistent growth since 2009. Initially focused on weight management, the company has diversified its product portfolio with 48 products including fitness & performance, daily nutrition, and overall health. In Q1 2024, ending on March 31, Herbalife's net sales in India reached \$203.5 million, a 13.9% increase compared to the same period in 2023. Herbalife India is the number one market globally among the 95 countries in which the company operates.

Ajay Khanna, Managing Director, Herbalife India, said, "As Herbalife stands at the cusp of its next phase of growth in India, we are excited to launch the Vritilife Outer Nutrition Range. This strategic expansion not only diversifies our product portfolio but also demonstrates our commitment to delivering high-quality skincare solutions. As a responsible health and wellness

company, we are confident that our skincare range effectively addresses the outer nutrition needs of the Indian population. These products embody our philosophy of integrating ancient Indian beauty practices with advanced, science-backed formulations."

The Indian beauty industry is evolving at a rapid rate, with Ayurveda experiencing a significant growth. A recent study by Verified Market Research (VMR) indicates that the Ayurveda beauty market is flourishing, currently valued at \$8-9 billion. Additionally, Ayurveda's share of the current \$646 billion global beauty and personal care market will reach \$21.1 billion by 2028. Recognising this shift in consumer preference towards natural solutions, Vritilife Outer Nutrition Range capitalises on the growing demand by offering a luxurious and effective range that leverages the power of ancient herbs for contemporary skincare needs.

Ajay Khanna further added, "At Herbalife, we support local communities, respect local sentiments and our culture in all our initiatives. The Vritilife Outer Nutrition range is proudly Made in India and scientifically formulated and clinically evaluated for various skin types*. We understand and celebrate the diverse beauty traditions of this nation, and our products reflect that respect."

**Skin types: normal, oily, dry and combination.*

About Herbalife

Herbalife (NYSE: HLF) is a premier health and wellness company and community that has been changing people's lives with great nutrition products and a business opportunity for its independent distributors since 1980. The Company offers science-backed products to consumers in more than 95 markets through entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle in order to live their best life.

About Vritilife

Vritilife was inceptioned in 2020 to offer science-backed products with a focus on authenticity and efficacy. The Vritilife vision is to create range of unique contemporary products developed by adopting the ancient wisdom of Ayurveda strengthened by modern scientific approaches and delivered in a luxurious format. Vritilife has introduced products focused on brain health, immune health, digestive health, and skincare.

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