

## Vasu Healthcare launches wide range of herbal skincare products

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**In the next three years, Vasu Healthcare targets sales of Rs 250 crore**

**VASU**  
naturals



Gujarat-based Vasu Healthcare Pvt Ltd - a leading brand in herbal and Ayurveda space with its flagship brand TRICHUP, has forayed into herbal skincare. The company has launched a wide range of herbal skincare products in personal care that includes face washes, shower gels, body lotions, skin cream, face masks, and face scrubs etc under 'Vasu Naturals'. In the next three years, Vasu Healthcare is aiming for sales of Rs 250 crore, Vasu Naturals is expected to contribute 20-25 per cent of company's sales.

Speaking on the launch, Hardik Ukani, Managing Director, Vasu Healthcare Pvt Ltd, said, "Vasu Naturals is the result of company's strong Ayurveda heritage and R&D capabilities. The range is aimed at offering innovative yet pocket friendly range and as per lifestyle of millennial. Products of Vasu Naturals are created with natural herbs including neem, aloe vera, lemon, turmeric etc. In addition to domestic markets, we are launching 'Vasu Naturals' in our existing network of 50 plus countries and digital platforms. Our R&D team is further working on expanding the personal hygiene and skincare range including oral healthcare."

"Awareness for personal hygiene has increased a lot globally post Covid and acceptance of natural and Ayurvedic solutions has picked up a great deal. We are receiving excellent response from domestic market as well as international markets in particular from MENA region, CIS and Europe region. In addition to the traditional channels, Vasu Naturals range will be available on all the leading e-commerce portals including Amazon, Flipkart, BigBasket, Nykaa and its own store <https://www.vasustore.com/>. The company is also exploring tie-up with a leading modern trade partner for Vasu Naturals," said Sagar Patel, Director, Vasu Healthcare Pvt Ltd.