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Surya Brasil launches global campaign to create awareness around hair allergy

08 July 2022 | News

Launches 'Hair Allergy Awareness Week' across more than 40 countries

Multinational vegan personal care brand Brazil-headquartered Surya Brasil has announced a week-long global campaign aimed at creating awareness around the issue. The campaign, titled ‘Hair Allergy Awareness Week by Surya Brasil’, was kickstarted across more than 40 countries, including India, Brazil, the US, the UK and Japan, among others, and is slated to conclude on July 14. Surya Brasil would on each day of the campaign share important information about the treatment and prevention of hair-related allergies with millions of its users across the globe.

The complete product range of the vegan personal care brand combines the power of Ayurveda and technology along with the rich natural resources of Brazil.