

## Ozone Group moves into hair care sector

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**The company has announced its partnership with Brazil's Embelleze to foray into the professional hair care segment.**



Delhi-based Ozone Group plans to scale up its consumer products business in the next three-to-five years. It is eyeing future growth from segments such as beauty, eyecare, pain management and women hygiene.

The company also announced its partnership with Brazil's Embelleze to foray into the professional hair care segment. The company had sold its successful skincare brand Nomarks to Bajaj Corp in 2013.

The company's current turnover is about Rs. 200 crore. A big chunk of its revenues come from its pharmaceuticals business, which it aims to grow at 25-30 per cent year-on-year.

The company will also be leveraging on its association with Embelleze, Brazil, to distribute a range of professional hair care products under brands Novex and Nutrisalon. These will be sold to salons and include shampoos, conditioners, hair spas and hair treatment products. The company already has presence in the professional skin care segment.