

Forest Essentials India was launched with the idea of making high-quality skin care products based on Ayurveda and representing the best India had to offer. In 2000, an Ayurvedic treatment was considered highly beneficial, but not pleasantly scented and uncomfortable to use. There were no products made with fresh, seasonal ingredients as prescribed in Ayurvedic texts. This was because they were too expensive to produce and it was widely thought there would be no buyers. Forest Essentials started with the premise that there was a market for quality and purity. By keeping the benefits of Ayurveda intact, yet making it possible for the discerning consumer of today, to integrate this well-being into their everyday life, is the special focus of Forest Essentials.

Forest Essentials works closely with Ayurvedic Vaidas and their treasure trove of knowledge of Ayurveda to source local herbs, oils and medicinal roots from the Tehri Garhwal region of the Himalayas. However, Ayurvedic Vaidas work with traditional formulations. Although highly effective, no thought is given to ease of use. This is where the biochemist works in tandem with them to see where certain formulations can be tweaked to modernize them in terms of textures, fragrances and packaging, while taking care to make sure the inherent significance and benefits remain intact.

Inspired by Indian history and culture, Forest Essentials was the first of its kind in the Indian market to revolutionize traditional Ayurveda into luxurious Ayurveda and create a completely new segment in the market that did not exist earlier and this underlying philosophy is aptly captured in the tagline of the Brand - The Luxury of Purity.

At the core of the success of each of their 220 products lies their expertise in creating and producing truly exceptional formulations made using the finest ingredients all of which are hundred percent natural, fresh, pure and seasonal. The best place to see the slow processes that honour the brand's philosophy is at their manufacturing units in a small, remote village called Lodsi, in the Tehri Garhwal region of Uttarakhand. Most of the processes here are driven by hand, including traditional hand pounding of herbs, hand blending, and hand rolling of incense sticks.

The partnership with Estee Lauder has helped Forest Essentials strengthen its R&D department, and gain from its knowledge of markets and technicalities. All their products are carefully manufactured and fully tested in accordance with EU regulations for quality control. While the packaging and bottling processes are modern, the actual making of the product still follows age-old, laborious techniques, perfected after consulting vaidas as well as modern biochemists.

The brand is known for winning accolades and garnering reviews in national and international magazines and this puts the spotlight on the potency of their products and the innovation in ingredients. We see this again in their latest launch – Sheet masks. In India, highly nourishing 'leps', usually made of clay, have been used since time immemorial. In fact, a version of the 'sheet mask' has existed for centuries, where banana fibre or wood pulp was infused with Ayurvedic kashyams – decoctions of herbs, and used for the face or body. Making these ancient skincare solutions accessible has always been a prime motivation for Forest Essentials.

Their clients today have come to rely on their knowledge and experience to create and produce high-quality personal care products that define excellence and attention to the finest of detail for long lasting, wholesome well-being, rather than quick-fixes. This makes Forest Essentials the leader of the highest quality luxury Ayurvedic skin and hair care available in India today.

#### **“Brand Profile”:**

Forest Essentials is an authentic, traditional Skin Care Brand, with its foundations in the ancient science of Ayurveda. A pioneer in the Luxury Ayurvedic segment, today it has become the quintessential Indian Beauty Brand where secrets of ancient beauty rituals for skin and hair care have been brought to life through painstaking research and made available to modern day customers.

The name “Forest Essentials” comes from the fact that all our ingredients are sourced from plants, trees and herbs naturally grown in the Himalayan forests. Our spring water is also sourced from the heart of the Himalayan forests.

We cater to four major categories of products i.e. Facial Care, Body Care, Hair Care and the Wellness category. Each handmade product uses traditional methods in its making and adheres to the highest standards of purity, authenticity and quality. There is a perfect fusion between ancient recipes and modern technology to create a whole new experience — Elegant, Luxurious Ayurveda.

There is no ‘quick fix’ method for eternal youth. Only naturally distilled pure essential oils, pure cold pressed, organically grown vegetable oils and plant extracts should be used in skin applications. Plants, or any of their parts or extracts, unlike chemicals, are full of that vibratory energy that constitutes life. By plants we mean all forms of vegetation including trees, flowers, fruit, vegetables, herbs and spices. These living substances contain all the purifying nutritive and balancing properties required to be the perfect anti-aging food for the skin. Forest Essentials uses this philosophy to produce our line of treatments for hair care and skin care. This is then interspersed with the understanding of a modern biochemist’s point of view to create, with our team, products that have their basis in India’s oldest science but presented in an easy-to-use manner.

Typically, an Ayurvedic treatment would be highly beneficial, but not pleasantly scented and uncomfortable to use. By keeping its benefits intact yet making it possible for the discerning customer of today to integrate this well-being into her everyday life, is the special focus of Forest Essentials.

Forest Essentials is also the leading supplier to the majority of the Luxury hotel chains in India including the iconic Taj and The Oberoi Group of Hotels. Today, since its inception in the year 2000, Forest Essentials retails from 63 Company owned retail stores across the country. It is the only Indian brand which is involved in the conception, formulation, manufacturing, bottling and sale of the products through its own boutique stores.