



Luxurious Ayurveda

LUXURY BRAND AUDIT PROJECT



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Luxurious Ayurveda

PURE . FRESH . SEASONAL . NATURAL .



FOREST ESSENTIALS

Luxury of Purity

- Authentic
- Traditional
- The ancient science of Ayurveda.
- Pioneer of Luxurious Ayurveda,
- Modern aesthetic:
Efficacy, sensorial experience, and pleasure of usage.





If You Cannot Eat It, Do Not
Use It On Your Skin

- Beauty products are made of living substances.
- Balanced by nature and contains vibratory energy.
- Purifying, nutritive, and balancing properties.
- Perfect foods for the skin.

PHILOSOPHY

- The ancient science of Ayurveda.
- The secrets to flawless skin and ageless beauty.
- Indian physicians for over 6000 years.
- World's oldest systems of health care and healing.
- “Knowledge of Life”.
- Recipes were refined over centuries.
- Validated and documented as authentic, efficacious science.

AYURVEDA

HISTORY

- 2000- Mira Kulkarni founded the brand.
- 2002- 1st small institutional order from the Hyatt Regency.
- 2007- Estée Lauder 20% stake in the firm.
- 2021- Strategize expansion in the United Kingdom.

OVERVIEW

- Headquarters: New Delhi, India
- Available: India, US, UK, Australia, UAE
- 80 stores in India
- Supplies to 190 hotels
- Export to 120 countries
- Revenue: US\$4 million

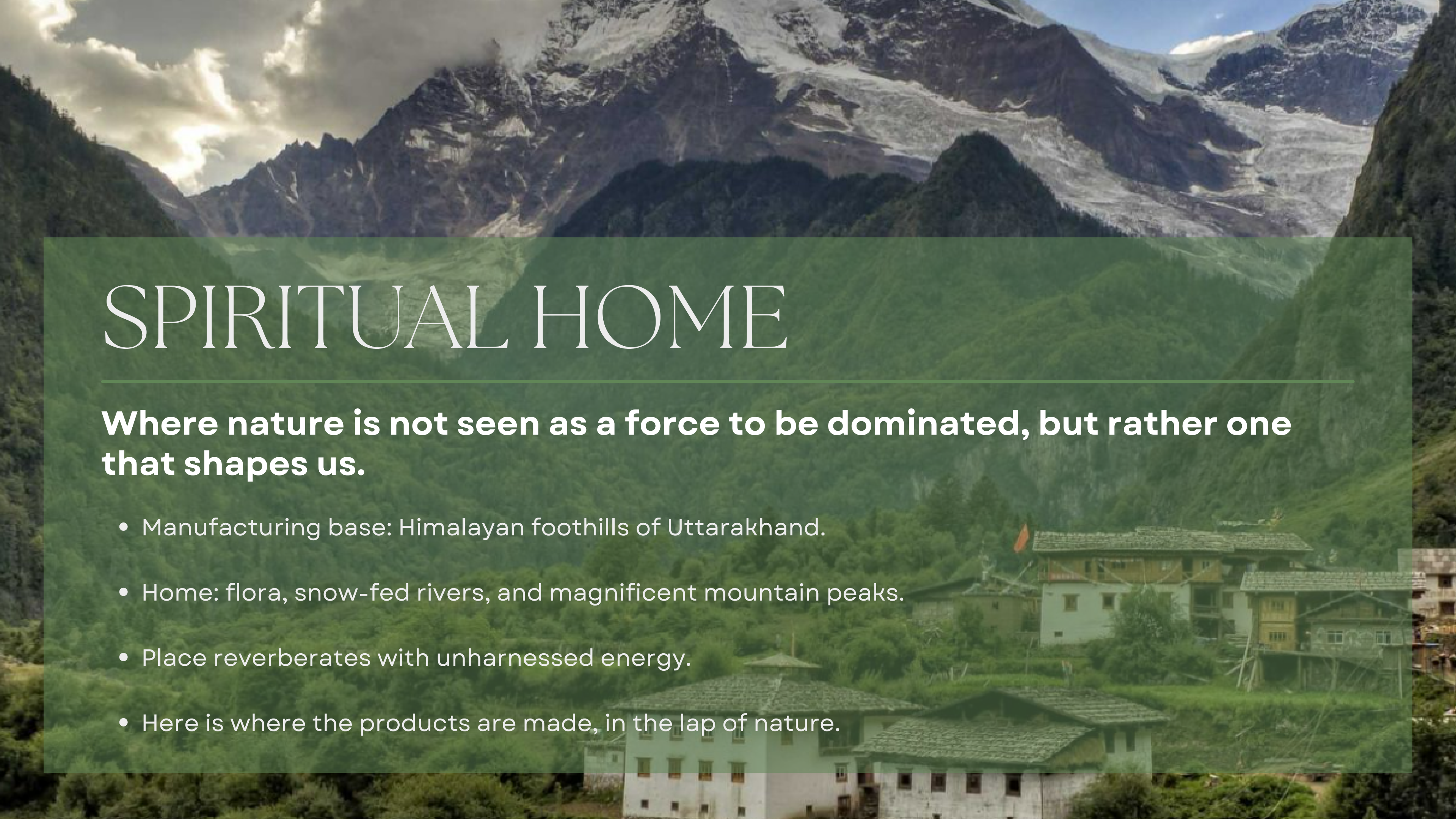


CERTIFICATIONS



AWARDS





SPIRITUAL HOME

Where nature is not seen as a force to be dominated, but rather one that shapes us.

- Manufacturing base: Himalayan foothills of Uttarakhand.
- Home: flora, snow-fed rivers, and magnificent mountain peaks.
- Place reverberates with unharnessed energy.
- Here is where the products are made, in the lap of nature.

CSR

3 primary approaches to CSR

- **AN ECOLOGICALLY CONSCIOUS ENVIRONMENT**
- **WOMEN'S ECONOMIC EMPOWERMENT**
- **SOCIAL CONTRIBUTION**



CSR



- **Green Manufacturing Capabilities**
- **Eco Packaging**



- **Project Paathshala**
- **Ethical Sourcing & Farming**



The Making Of Our Products



Watch later



Share

The Luxury of Purity

Watch on  YouTube

COMPETITORS



PERCEPTUAL MAP



DEMOGRAPHICS

- Age: 22 and 54
- Gender: Female
- Qualification: Highly educated
- Employment: Executive, Manager, Designer, Doctor etc
- Status: Affluent (\$50,000+/annually)
- Location: India, US, UK, UAE & Australia

PSYCHOGRAPHICS

- Personality: Confident & Decisive.
- Values: Quality & Self-care.
- Interests: Self-development & Growth, Skincare & Beauty, Environment.
- Habits: Conscious consumer

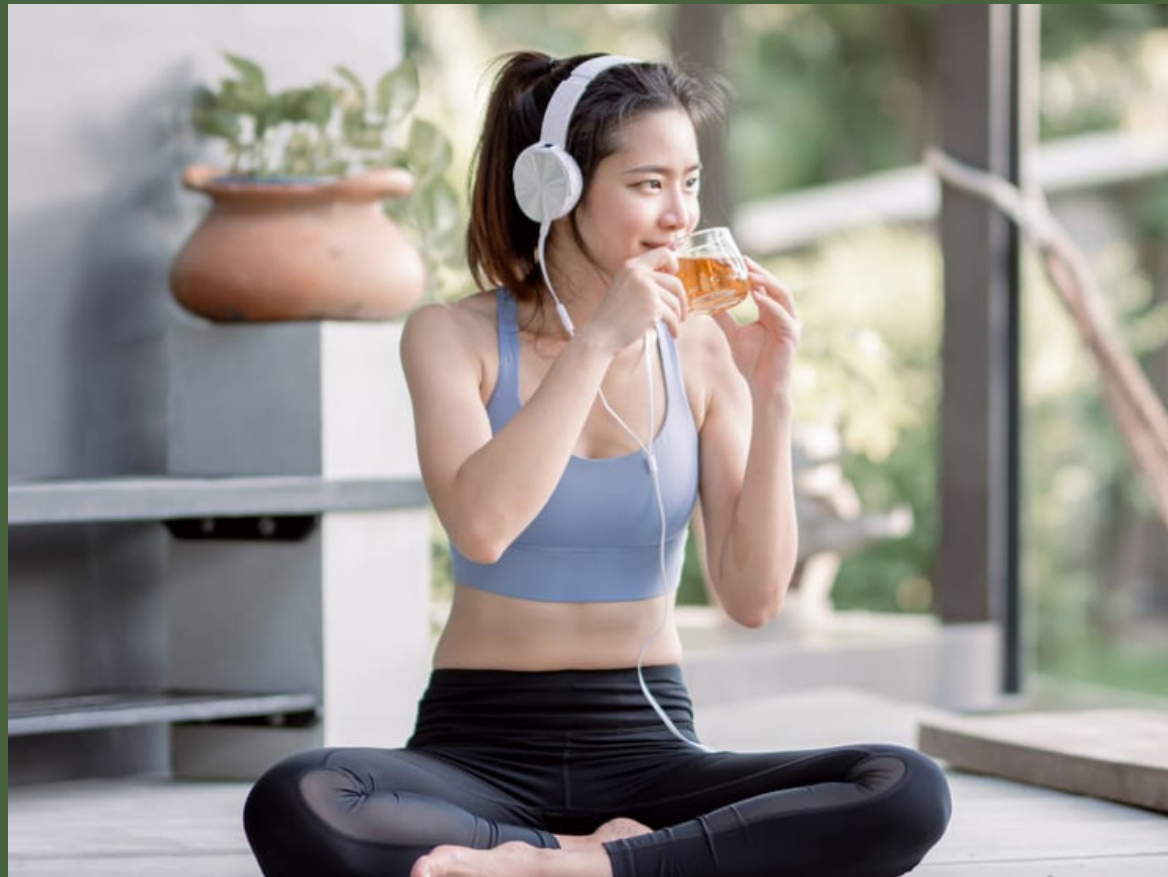


LIFESTYLE

- Working
- Pro-active
- Healthy
- Wealthy
- Sustainable

BEHAVIORAL

- Open and adaptable
- Conservationist
- Responsible
- Future forward
- Rational
- Sophisticated





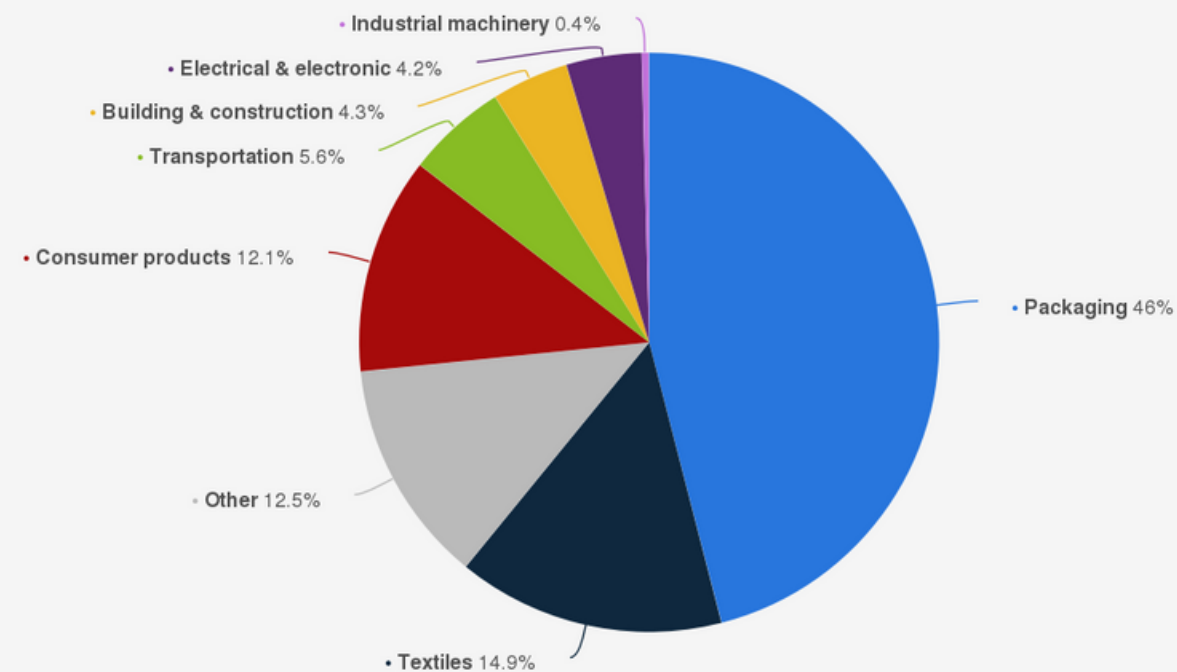
RECOMMENDATIONS

New sustainable packaging + A Refillable Approach

Eco-Friendly Transportation + Carbon Neutral Shipping

PACKAGING

Distribution of plastic waste generation worldwide in 2018, by sector



Sources

Expert(s) (Roland Geyer, 2020); Basel Convention
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Additional Information:

Worldwide; Expert(s) (Roland Geyer, 2020); Basel Convention; 2018; Based on 342.6 million metric tons of plastic waste

WHY:

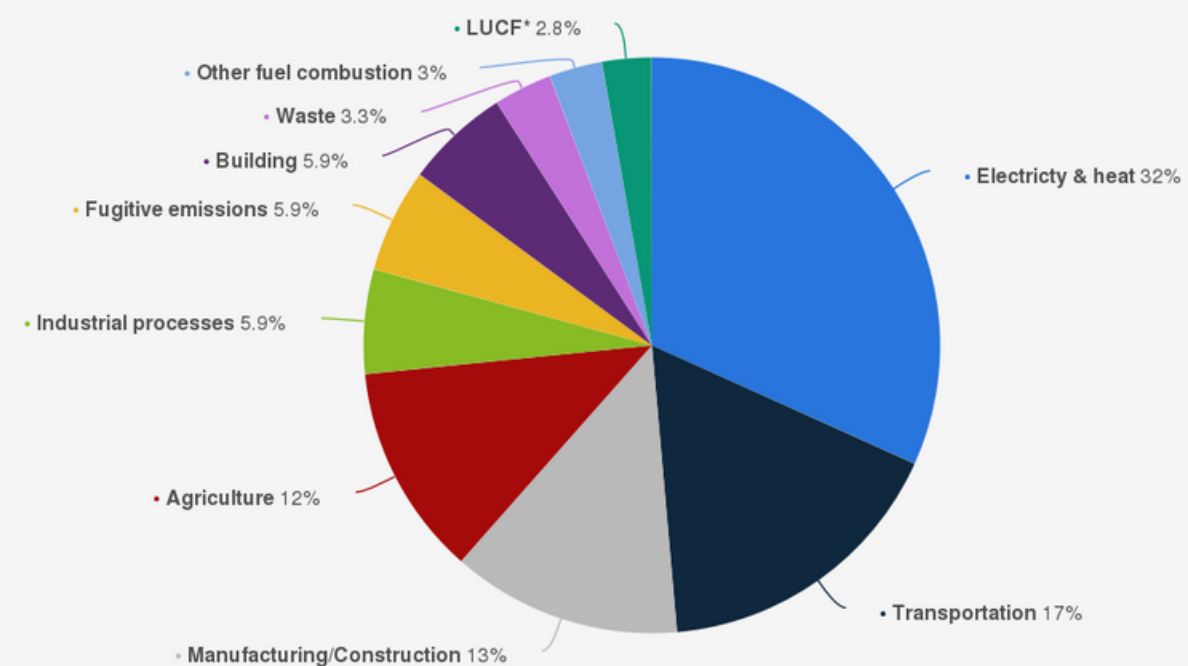
- Replenishable products industry
- Historically featuring single-use packaging
- 120B packaging units every year
- 91% of these fossil fuel waste are never recycled
- Accumulating in the ocean and landfills.
- Globally, 85% of Consumers are leading the shift away from single-use plastic.

HOW:

- Eliminate plastic
- Bio-degradable materials: Paper, fiber-based, Seed Phytonutrients, mushrooms, wood pulp, or agar.
- Refill

TRANSPORT

Distribution of greenhouse gas emissions worldwide in 2018, by sector



Sources
WRI (CAIT); FAO; OECD
© Statista 2022

Additional Information:
Worldwide; WRI (CAIT); 2018

WHY:

- Climate change and pollution.
- Transportation emits a high volume of black carbon.
- Carbon emissions account for almost 17%.

HOW:

- A third-party logistics company that provides carbon-neutral shipping solutions
- Carbon-neutral fuel
- Redesign Shipping Routes
- Electric Vehicles

CONCLUSION

CSR focused on the
Local community

Incorporating
Sustainability in the
complete value chain

Evolve with
competition



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A top-down photograph of three bottles of Forest Essentials hair care products nestled in a rustic wooden crate. The crate is lined with a light-colored, draped fabric. The products are: a large bottle of Hair Thickening Spray (100 ml / 3.38 fl.oz.), a medium bottle of Hair Conditioner (50 ml / 1.69 fl.oz.), and a smaller bottle of Hair Cleanser (50 ml / 1.69 fl.oz.). All bottles have a gold-colored cap and a pink label with a floral illustration and the brand logo. The scene is decorated with red carnations and small white flowers. A white rectangular box with the text 'THANK YOU' is overlaid at the bottom.

THANK YOU