

Marico launches its newest brand “True Roots” - a disruptive innovation that delays greying[^] of hair

Mumbai, 24 September 2018: Marico Limited has launched its newest brand ‘True Roots’, that delays hair greying[^] from the roots. True Roots Botanical Hair Tonic is dermatologically tested and is clinically proven to show no new greys in 90 days*. Radhika Apte, who is known for her choice of diverse roles and speaking her mind, launched the brand and spoke about the #FaceltSolveIt philosophy of True Roots, at an event today. True Roots has been launched on Flipkart as a digital first brand.

Greying of hair is natural with age, but when hair starts greying early we often wonder why? Thankfully science has the answer and now Marico’s True Roots offers a solution to delay hair greying from the roots. Greying of hair is caused due to decreasing levels of melanin in the hair roots. Melanin is a natural pigment, which gives hair its dark colour. Marico’s True Roots Botanical Hair Tonic, is a first-of-its kind innovation, that works by increasing the melanin levels in the hair roots and thereby delays hair greying. It is formulated with Apigenin, an extract of chamomile flowers and powerful botanical actives that increase the melanin levels in the hair roots.

Commenting on the launch, Anuradha Aggarwal, Chief Marketing Officer, Marico Limited said “We are proud to introduce the newest brand from Marico – True Roots that delays hair greying from the roots. It is a breakthrough innovation from Marico R&D and has been clinically proven to show no new greys in 90 days. True Roots is now available on Flipkart.

Talking about the partnership between Marico and Flipkart, Nishit Garg, Senior Director, Flipkart, said, “Marico has a strong lineage when it comes to hair care. Launching True Roots, a new hair care brand from the house of Marico, exclusively on Flipkart, goes to show that eCommerce has become a habit for the real India. We’re sure this launch will be very well received by customers.”

True Roots is positioned on the platform of solving problems from the root cause rather than hiding them and propagates the philosophy of #FaceltSolveIt. Radhika Apte, the Brand Ambassador of True Roots said “I am happy to associate with True Roots, a brand that encourages people to solve problems right from the roots. I am myself the type of person, who looks at challenges straight in the eye and solves them by addressing the root cause. With the launch of True Roots, it’s great to finally have a solution to delay hair greying, so no-more quick fixes and hair hacks, we can now face it and solve it.”

*As per clinical study dated Dec 2017. Early Greying amongst age group of 18 to 45 years.

[^] Designed for delaying early greying of Hair. Benefit lasts till the usage of Product and basis daily usage for 90 days.

About True Roots:

Marico's newest brand, 'True Roots' is a powerful botanical hair tonic which delays hair greying from the roots. Greying of hair is caused due to decreasing levels of melanin in the hair roots. Melanin is a natural pigment which gives hair its natural dark color. True Roots botanical hair tonic is formulated with powerful botanical actives and Apigenin (which is a natural extract from chamomile flowers), to increase melanin levels in your hair roots in a natural way to delay greying[^]. True Roots is dermatologically tested and clinically proven to show no new greys in 90 days*.

True Roots Botanical Hair Tonic comes in an innovative spray format that makes everyday application convenient. It is aqua based, non-sticky and fits in perfectly with the lifestyle and comfort needs of younger consumers. It has an alluring fragrance and is a non-sticky formulation which does not need to be washed off.