

Why you should include NATURIGIN

- There is a global increasing demand for all natural products, and it is therefore a great opportunity for you to take advantage of this by including more green products into the stores, and thereby generate sales. In this case, you will not lose customers to Natural markets.
- The World Advertising Research Center (WARC) 2012 Shopping Behavior Analysis determined that over 50% of shoppers not only rated product being 'natural' as important in purchase decision-making, but these shoppers are also willing to pay more for 'natural' products. And these numbers are increasing.
- In the European retail stores, NATURIGIN is the only natural hair colors, which is displayed with and viewed as being the natural substitute to L'Oréal and Schwarzkopf.
- NATURIGIN is the only permanent hair color sold in any Nordic pharmacies. It took 2 years of extensive testing and strict control, before being placed in the Nordic pharmacies.
- NATURIGIN is the only permanent hair color with certified organic oils. The company is certified by ECOCERT, and develops and manufactures certified organic products.
- NATURIGIN contains natural oils and extracts and is made up by 96% natural derived ingredients.
- NATURIGIN is currently a finalist in the Natural Award 2014, which awards the best new natural product in USA (www.naturalawards.org).
- As a result of a high repurchase rate and customer loyalty, NATURIGIN gained 52% unadvertised growth rate, during a 3 year period, in one of our biggest markets.
- The 2013 US Hair Care Market analysis from Euromonitor International states: *"With the vast array of information available to today's consumer, it is becoming harder and harder to sell them products containing damaging chemicals such as parabens and silicones, which is a boon to products that promote healthy hair over superficial results."* It further forecast an 8% growth in the hair care market during the next 3 years.



In addition to the above, governmental research has confirmed that NATURIGIN has the lowest PPD levels in the world, and contains between three to six times less PPD, than any competitor in the market.