



## **ASCI AFFIRMS SOUNDNESS OF PROUCT CLAIMS OF ‘EMAMI 7 OILS IN ONE DAMAGE CONTROL HAIR OIL’**

### **Dismisses ‘Misleading’ Complaint Brought Against the Brand’s Claims of Making Hair 20x Stronger & Reducing Hair Fall by 96%**

**Kolkata, 20 July, 2016:** In an encouraging move to both consumers and brands, the Advertising Standards Council of India (ASCI) has affirmed the soundness of the claims of “Emami 7 Oils in One Damage Control Hair Oil” of providing ‘*Upto 20x stronger hair*’ and ‘*Upto 96% less hair fall*’.

The affirmation of ASCI on the soundness of the product comes in the wake of complaint received by them on the above claims being made by the brand, which was dismissed by the regulatory body.

To substantiate its claims, Emami had submitted detailed response along with clinical trial reports done at a renowned International Laboratory in USA, which proved that there was upto 96% reduction in hair fibre breakage for ‘damaged Indian black hair’ treated with single application of Emami 7 Oils in One vis-a vis untreated hair of similar origin. Emami also shared instrumental studies conducted at IIT Mumbai to validate the product’s efficacy in terms of hair fibre smoothness and its thickness.

Based on the above, the Consumer Complaint Council (CCC) of ASCI concluded that both the claims of “Upto 20X Stronger Hair” and “Upto 96% Less Hair Fall” have been duly substantiated and do not mislead consumers. ASCI’s decision reaffirms the sound testimonials of ‘Emami 7 Oils in One Damage Control Hair Oil’.

Emami 7 Oils in One damage control hair oil has been designed by leading international hair trichologist and the Research & Innovation Team of Emami Limited with the unique combination of vegetable oils, mineral oils, omega fatty acids, vitamins and hair beneficial 7 herbal aushad complex.

ASCI, is a self-regulatory organisation, which believes in sensitising advertisers about “Responsible Advertising” and persuade them to ensure compliance to the ASCI Code of Self-Regulation in case of any misleading ads featuring false claims.

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#### **About Emami Group:**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.



With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, HrithikRoshan, Kareena Kapoor Khan, KanganaRanaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, SainaNehwal, Sushil Kumar, SaniaMirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit [www.emamltd.in](http://www.emamltd.in) for further information.

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