

# **Oriflame Continues To Expand Product Portfolio**

Oriflame Lanka, under Pierre Martensson, its new Managing Director, continues to make its mark in the Sri Lanka beauty market, with a strategic plan of launching a range of high quality international products to the market.

Speaking on his plans for Oriflame in Sri Lanka, Pierre Martensson, Managing Director, Oriflame Lanka, said “I am a firm believer that an organization will be successful as long as it has a clear focus, a firm structure to support that focus and most importantly, to create a truly strong spirit within the company. I am in Sri Lanka to not only continue the great development of Oriflame and its investment in the country for the past 12 years, but to also further speed up our aggressive expansion in the market. The Hair X range is the first product that we are launching under my purview and it is a unique selling point for us.”

Kanny Gordon, Marketing Manager, Oriflame Lanka, said “The Hair X range is a standout brand for us because it deals with hair care and is designed to meet the specific needs of different hair types of both men and women. Our research and development team were committed in their endeavor of enhancing the Hair X experience, resulting in making the brand stand out in the highly competitive beauty market. It was a huge success when we launched the range in Europe and we have no doubt that it will be well received in the Asian markets too.”

Oriflame’s panel of scientists spent 24 months in exhaustive research and development of the Hair X formulation, in order to ensure that the product range is the most sophisticated and high performing hair care range to date.