



**A Company Write Up
&
Product Catalog**

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Natura is a maker of a small line of artisanal body care products that uses locally available herbs, spices, oils and floral ingredients in a cold process as its distinctive hallmark. Our guiding philosophy is about “using the good things from everyday life and turning them into great things for everyday use”.

This vision has been our foundation from the start, serving us well over the years and continues to be our beacon into the future.

Started in Auroville in 2002, Natura was one of the earliest makers of high-quality handmade bath soaps that are still sought after for their unique quality.

In 2010 it added laundry powder and bars to its range, addressing a need for gentle washing agents for everyday use. Made from our handmade soap shavings and twists it has gained a reputation for being safe on skin, gentle on clothes and easy on the environment.

In 2018 it introduced a line of dental, skin and hair care products based on traditional formulations using natural botanical elements.

— A History & Practice.

Natura products are unique for their artisanal character, cold processes and use of locally sourced ingredients (up to 75%), all of which we believe contribute to an outstanding bathing, washing and grooming experience.

Natura is committed to sustainability as much as it is to bringing you excellent products. Much thought goes into the sourcing of raw materials, product development and packaging.

We are very conscious of our footprints and use technologies that neither need nor consume large quantities of water and power.

We are constantly seeking ways to eliminate waste from our production and packaging streams, and are equally committed to finding better packaging alternatives to the extent they are available and affordable.

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The Natura line of body care products combine choice ingredients with knowledge, imagination and skill.

Our processes employ cold techniques unlike heat-based processes used in the commercial production of soaps and cosmetics. This allows for maturation differently and brings to the products a very special character.

Natural botanical ingredients and excipients fortify and elevate the spirit of our products. While we do not claim to be 'Organic', we are committed to making our products as natural as possible through using ingredients that are found in nature or organically grown wherever available.

Our soaps, laundry agents, skin, dental and hair care products are rich in organic vegetable oils, various plant-based compounds, natural beeswax and energizing essential oils. They cleanse, refresh and moisten with their gentle action and natural fragrances.

— Natural & Humane.

Our products need human hands and nature's gifts to complete them.

As a small artisanal enterprise our foundations are essentially human.

All processes – from preparation to packing – are done manually by local women and men who form the soul of our enterprise. We believe that their presence and engagement add to the uniqueness of our products.

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Soaps - Souvenir Range.

These 30 gram pygmy sized soaps from our Souvenir range are unique for their unconventional form, making for great gifting and travel options. They come in elegantly designed combo packs with signature fragrances to use as the mood takes you.



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Soaps - Splendid Range.

The 75 gram Splendid range of bath soaps represent thoughtful combinations for your skin with mild natural fragrances that leave a gentle spell. Though mellow these soaps have the richness to turn your daily bath or shower into a splendid ritual.



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Soaps - Supreme Range.

This is a 120 - Gram premium range of bathing soaps from our handmade line that make for a Supreme indulgence. They are supersized and combine an exotic variety of rich and pure ingredients for a lasting and lingering bathing experience.



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— Laundry Range.

This additive - free laundry powder is made from handmade soap twists and flakes, making it gentle, safe and deeply cleansing. It is ideal for washing delicate clothing items such as woollens, inner wear and baby garments, bringing to them a rousing freshness tinged with the euphoric notes of tropical Orange. Available in 250, 500 and 1000 Grams.



Our own Laundry bar with a touch of natural, chemical-free ingredients Ideal for all cloth types.

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— Cosmetics - Native Range.

This is a line of tooth and hair care products made from pure ingredients selected for their curative and preventive properties. The native range of products from Natura uses herbs, spices, minerals and botanical extracts to make products that have been celebrated by tradition and known for their effectiveness.



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Cosmetics - Wild Range.

This is a line of products made from botanical and forest produce. They are fortified with elements that moisten and rejuvenate the skin. We plan on having different groups of products under this line. Our first in this line is a unique one with products featuring organic Beeswax, cold pressed Oils, organic Butters and Botanical extracts.



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—Essential Oils.

Our select Essential Oils,
chosen for their enriching
qualities.
Available in 10 ml bottles.



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| Scent | Flavor | Ingredients | Toxicity | Contact | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cinn | Lem | B | Or | Sand | Ros | Citr | Euca | R | Pate | Lave | Ve | Jasmine | |
| Natural in | Natural | Natural Incense sticks |
| Incens with essen aromal select and flo | Incense sticks with natural essential oils, aromatic roots, selected herbs and natural flowers. |
| Free toxic st | Free from toxic substances |
| ma na @aurov | made by natura @auroville.org.in |
| Tamil Na + 91 99 | Tamil Nadu - 605101 + 91 99437 77222 |

—Incense Sticks.

Our select Incense Sticks,
Hand-rolled with attention
to quality.
Available in 10/20/50
packs.



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— Accessories.

An assortment of naturally produced accessories sure to improve your health and wellbeing.





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