

'VASELINE HEALING PROJECT' WORKS TO SPREAD THE POWER OF HEALING AMONGST ALL

Vaseline has initiated a social awareness campaign called 'Vaseline Healing Project'. This project focuses on helping people living in the underprivileged areas of Bangladesh, to address their skin related issues and trying to help them get back to their regular lives. 'Vaseline Healing Project' has been



a successful campaign in Bangladesh for the past two years. The project targets to spread the power of skin healing amongst the underprivileged people around the world; and hopes to help at least five million people around the world in need by 2020.

'Vaseline Healing Project' stands beside the underprivileged people of the northern region

Underprivileged people living in vulnerable conditions in the northern region of Bangladesh go through extreme winter and summer; and they are living their lives in these extreme situations. They can have dry skin, chapped lips, cracked heels and these little problems can lead to some serious skin diseases making their lives difficult. This is where Vaseline Petroleum Jelly helps them heal these skin problems. With this thought the only 100% pure* petroleum jelly of Bangladesh started 'Vaseline Healing Project' in order to help the underprivileged people in 2016. TMSS has been the NGO partner of this project from the very beginning.



Your donation will be delivered to the underprivileged people

Vaseline has made kiosks for 'Vaseline Healing Project' at Unimart at Gulshan, Dhaka. You can buy Vaseline Petroleum Jelly and donate at these kiosks and your donation will be sent to the underprivileged people living in the northern parts of Bangladesh.

These kiosks were inaugurated by Bipasha Hayat. She herself donated Vaseline Petroleum Jelly and encouraged others to donate for this cause. A lot of people have donated Vaseline Petroleum Jelly in order to help the underprivileged people. Farzana Tanee, who donated for this cause, says, "first of all I want to thank Vaseline for taking this great initiative! People living in underprivileged areas face various skin problems in their everyday lives. But they don't give any heed to these minor issues, which in the long run may turn into something big and hamper their health and lives. Vaseline works to make them aware of this matter and takes steps to help heal their skins. Undoubtedly 'Vaseline Healing Project' is doing an excellent job with these initiatives. I am with this project and hope to be with it in future."

Vaseline has been working on healing skin since its establishment

After its establishment in 1870, 100% pure petroleum jelly Vaseline has been healing skin and spreading smiles on peoples' faces. This petroleum jelly helps



heal dry skin, chapped lips, cracked heels etc. and also helps to heal skin problems which happen in our daily

lives such as small cuts, baby's diaper rash etc. Vaseline Petroleum Jelly does not have any added chemical in it; thus it is called 100% Pure Petroleum Jelly. That's why it is also recommended to the people who go to perform Hajj.



In 2016, this project helped the underprivileged people in Bogra and distributed 50,000 Vaseline Petroleum Jelly amongst them. In 2017, they were successful in doubling their efforts and helped 100,000 people around the area. Three hundred doctors along with six hundred nurses of TMSS have been trained to spread the awareness about how Vaseline Petroleum Jelly can help heal skin and prevent skin problems of the people living in vulnerable conditions.

*In comparison with the remaining petroleum jelly brands manufactured in Bangladesh (At least 0.7% market share holder as of December 2016)



Bipasha Hayat, spokesperson of Vaseline Healing Project

Popular actress and artist Bipasha Hayat has been with 'Vaseline Healing Project' from the very beginning. She took part in this project's activities and went to Bogra at the underprivileged areas as a brand ambassador. She talked to people about the skin problem awareness and handed them Vaseline Petroleum Jelly. She also went to the modern trade partner, Unimart, to inaugurate kiosks of 'Vaseline Healing Project'.

Vaseline stands beside Rohingya refugees



Vaseline has stood beside the Rohingya refugees and helped them through 'Vaseline Healing Project' activities. The Rohingya population is based at the border of Bangladesh, going through very difficult situations and are fighting to live a normal life. They struggle with adversities; bad weather and are suffering from various skin problems. Vaseline has taken an initiative to help them as much as possible, to fix their situation and help them heal their skin. Vaseline has made donation to the Rohingya camp and has helped eighty thousand people to help heal their skin through Bangladesh Red Crescent, IFRC and Turkish Red Crescent. 'Vaseline Healing Project' has been running successfully for the past two years and has succeeded in helping the underprivileged areas and its people. Vaseline feels it has some responsibilities to help the underprivileged people living in this country. Vaseline comes forward to raise awareness on the social issues it believes in; and if all the other well-known brands come together, then the lives of the underprivileged population is bound to get better.

"A fit body can give you a sound mind! When we feel happy, we can work with joy. Our job is right here; to help those people living in underprivileged areas, who work despite of unnerving winter or blazing summer ignoring their skin problems. Small skin problems can lead to something drastic for these people, making their lives miserable. So our initiative is to help those people heal their skin. I am very glad and honoured to be a part of 'Vaseline Healing Project'!"

– Bipasha Hayat

