



Lever AYUSH – product of Ayurveda

The mystique science of ayurveda is able to convince even the most unflinching of skeptics. Ask any grandparent alive about the efficacies, and they would unanimously agree to its benefits.

So what is so special about the ingredients that it is able to convince everyone?

The 5,000-year-old wisdom solves all kinds of modern lifestyle problems, from managing stress levels, to solving problems related to insomnia, skin and hair issues, and every other sort of physical ailment.

So, finally — did we attain the Holy Grail we have been seeking for so long?

Maybe so, because Unilever Bangladesh, one of the most dependable and trusted company existent, have used the mystical wisdom to develop a skin care, hair care and dental care range, addressing the most prevailing beauty problems of today.

The brand ambassador of Lever Ayush, Mehazabien Chowdhury could not agree more.

In a brief interview with Mehazabien, we learned about her affinity towards natural products and how she was influenced by the elders in her family to be more respectful towards everything natural and the organic.

“While growing up, my grandmother always told me to use the peels of the fruits I was eating on my skin as a form of natural face pack. She said this would help reduce all sorts of blemishes and help my skin glow. As a result, I have learnt over time that every single fruit, vegetable, or spice has a special potency to tackle most of my skin and hair issues.”

She went on to say, “Being a celebrity, it is difficult for me to go to beauty parlours

regularly or even follow a special skin care regime at home; I am always on the lookout for natural ingredients that provides the best solution on the go. When Unilever Bangladesh gifted me with a range of Lever Ayush products before signing me on as its brand ambassador, I finally knew that I got what I was looking for.

“Having already worked with Unilever before, I trusted the brand, and already developed a strong belief for their ethics and value system. After using Lever Ayush products for the first time, especially the face wash and the moisturising cream, I became



a fan and am finally ready to endorse it to my followers”, said the renowned model and actress.

We also had the opportunity to interview a few Facebook influencers with a large following about the product and its benefits.

Namrata Khan from the group Hijabistaa Fashionistaa felt delighted to be able to

promote natural products, that too by Unilever, a brand she vehemently trusts. She was sure her Facebook group, with over 53K followers, would be similarly pleased to get a natural solution to most of their beauty worries.

Sanzida Chowdhury Swarna, admin of the popular Facebook women's group Shreya by Sanzida Chowdhury revealed, “Besides being an influencer, I also work full-time at a telecom where we have a special grooming corner for the ladies.

At this place, I got to use Lever Ayush for the first time, and became engrossed with

earlier from my mom, she used to buy it from India every time she made a visit.

Since my skin is super sensitive, I have been using this product from a long time and it suits my skin really well. The moment Unilever approached me with the information that the trusted brand is going to be launched in Bangladesh as well, I simply became ecstatic. This is great news for both me and my followers,” says the super happy vlogger.

Made from the goodness of natural ingredients like turmeric, saffron, cardamom, rock salt, etc. Lever Ayush has already made its



the high quality ever since. I am so happy that Unilever Bangladesh finally introduced a natural product range, which I am a huge fan of.”

Anjuman Turin, vlogger and proprietor of Facebook group, Missiloveshopping by Anjuman Turin, had more to say about the new brand, “I heard about Lever Ayush much

mark through its launch. It is only a matter of time till it gains momentum and becomes an everyday household product in Bangladesh, after all Ayurveda has all the effective solutions – there is no way around nature!

By LS Desk
Photo: Sazzad Ibne Sayed