



# ESSENZA™ BY AGAR

## RETAIL LINE

Type of Butter	Price per 30 grams / 200 grams for retailers with RRP	Price per Kg (MoQ for white label > 5 kgs)
Shea butter nilotica	30g - Ksh 200 - Ksh 250	Ksh 1,500
	200g -Ksh 450 - Ksh 500	
Baobab	Ksh 450 - RRP Ksh 750	Ksh 4,500
Moringa	Ksh 450 - RRP Ksh 750	Ksh 4,500
Cape Chestnut/Yangu	Ksh 450 - RRP Ksh 750	Ksh 4,500
Neem	Ksh 450 - RRP Ksh 750	Ksh 4,500
Avocado Oil	Ksh 450 - RRP Ksh 750	Ksh 4,500

## AGAR LIMITED'S MISSION

When we farm or collect and process arid lands' resources such as Aloe, Frankincense and Sweet Myrrh, we actively diversify income and strengthen the livelihood of pastoralist communities and while doing so we raise awareness and advocate for conservation, bio-diversity and sustainability.



@Agarlimited



@agar\_limited



African Agency for Arid Resources Limited

FOR FURTHER INFORMATION  
PLEASE CONTACT US AT  
THE ADDRESSES FOUND BELOW

+254 728 528 266  
info@agarlimited.com  
www.agarlimited.com

### SOME OF OUR PARTNERS



# ESSENZA™ BY AGAR

## SHEA BUTTER AND CARRIER OILS



## PROFILE

**African Agency for Arid Resources (AGAR) Ltd** is an award-winning Kenyan company dealing in natural resources from the Arid and Semi-Arid Lands of East Africa. Started as a commodities agency specializing in the trade of gum Arabic and resins such as Frankincense and Myrrh, we soon started creating value addition and distil the resins into essential oils. Shortly after a retail line followed comprising of 10+ essential oils, aloe-based cosmetics, shea butter and carrier oils under the **Essenza by Agar™** brand, now present in 4 countries. Agar Limited is also a consultancy agency working with international NGOs and UN agencies on project of land restoration, bio-enterprises development and income generation activities.

## ESSENZA BY AGAR™ SHEA BUTTER AND CARRIER OILS

Essenza by Agar™ was launched as the first line of essential oils made exclusively of raw materials picked and processed in the African continent. Shortly after, we opened other products such as Aloe based cosmetics, shea butter and carrier oils to compliment the essential oils.

Carrier oils are oils with little to no scents and are obtained through cold pressing or maceration of either seeds, kernels, nuts or even vegetables.

These oils are called carrier oils because they “carry” essential oils into the skin as they are too harsh on their own. They are also commonly referred to as base oils, fixed oils, and vegetable oils even though not all of them are from vegetables.

We offer the best selection of quality, pure botanical carrier oils of African authenticity to compliment the quality of our essential oils. **Essenza by Agar™** collection of carrier oils comprise of Moringa oil, Cape chestnut (Yangu Oil), Neem oil, Baobab oil and Avocado Oil which are collected locally in line with our mission as they contribute to rural income generation and land restoration and are extracted using cold pressing method. Shea Butter, although a butter is also classified as a “carrier”.

Carrier oils are used for DIY skin care creations, cosmetic formulations as well as aromatherapy massage and pair perfectly with essential oils or used on their own to help nourish both hair and skin amongst other uses and benefits. They can also be used on their own to help nourish both hair and skin amongst other uses and benefits.

Our shea seeds are collected in Uganda and processed in Kenya. The nilotica shea butter is natural and unrefined processed through cold pressing method to produce a very rich, creamier, softer and slightly nutty butter that is easy to spread and suitable for all skin types.

## QUALITY & TRACEABILITY

At Agar, we take quality seriously: With **Essenza™** the the approach remains the same and certificates of quality analysis are available to certify the quality of our products against minimum parameters. Furthermore, majority of our products are certified organic or in the process to be, meaning thorough inspections have been carried out to ensure traceability of raw material, the absence of any contamination and that processing is done in ways to ensure the products are 100% natural. We are also being certified for ethical-bio trade respecting concepts of access-benefit-sharing, meaning out products are not only sustainable but ethically sourced and produced as well. The bulk line, is sold bulk in containers of 5 liters, through direct purchase.

## DISTRIBUTION

Essenza by Agar™ is distributed amongst retailers, spas and other agents in Kenya, Uganda, South Sudan and Italy, making it an international brand. We can distribute the line bottled to resellers on a consignment base, while clients wanting more margins can buy per liter (direct purchase) and clients requesting the line under their own brand can add 40% on the cost per liter/kg . The bulk line, ideally for Formulators, retail brands, hospitality and wellness establishments, is sold bulk in containers of 5 liters for carrier oils and 10kg for Shea Butter, through direct purchase.

## THE PRODUCTS

### **Baobab** (*Adansonia digitata*)

Baobab is a premium and luxurious plant based and nutrient rich plant based oil that moisturizes, cleanses and nourishes both skin and hair. It is extracted from the seeds of a fruit of a tall,thick trunked, upside down looking tree found in some parts of Africa.

### **Moringa Oil** (*Moringa oleifera*)

Moringa oil is a nutritious oil obtained from cold pressing of seeds of small tree- moringa oleifera also referred to as “The drumstick tree” or “Miracle tree. It is an amazing topical cleanser and moisturizer for skin, stimulates hair growth and regrowth by preventing hair thinning and loss.

### **Cape Chestnut (Yangu Oil)** (*Calodendrum Capense*)

Cape Chestnut seed oil is also known as Yangu oil which was a popular oil in traditional African skin care.

It is cold pressed from the seeds of the ripe fruit of a beautiful African native tree which was widely cultivated for its prolific flower display. It is an inherent UV protectant which moisturizes and nourishes dry, damaged skin. It is also commonly used as a healing ointment for Skin cracking, Chapped lips, Scaling, Psoriasis and even Eczema.

### **Neem Oil** (*Azadirachta indica*)

Neem oil holds a wide history as a folk remedy with ability to treat many conditions. Despite its very harsh and pungent odor. Popular as a natural occurring pesticide and insect repellent which also helps the skin fight infections, promotes wound healing and scar reduction and stimulates collagen production on the skin.

### **Avocado Oil** (*Persea Gratissima*)

Avocado Oil is an edible oil extracted from the pulp of the avocado fruit. It is mostly used for lubrication in cosmetics as well as its high skin penetration and rapid absorption property for both skin and hair.

### **Shea butter** (*Vitellaria.paradoxa sp nilotica*)

Shea butter is a natural butter cold pressed from the nuts of the African shea tree. The nilotica shea butter is a rare natural butter from a sub-species called Vitellaria nilotica found ONLY in the East African region.

It is creamier, with a mild and slightly nutty aroma and richer in oleic acid content which makes it softer, moisturizing, easier to spread and highly absorbent on the skin and hair.

Our shea seeds are collected in Uganda and processed in Kenya.

