

ESSENZA™

— BY AGAR —



BUSINESS 2 CUSTOMER

2022 CATALOGUE

THE COMPANY

African Agency for Arid Resources Limited (Agar Ltd) is a 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 distill 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.

We express strong environmental and social impacts through our work in arid and semi-arid lands: When we collect and process arid lands' resources such as Frankincense and Sweet Myrrh which are present in Essenza™, 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, being the two resins products of trees. We are also actively involved in reforestation and land regeneration efforts and work closely with local governments in Kenya, NGOs and other stakeholders including the United Nations.

BEHIND THE ESSENZA BY AGAR™ PRODUCTS

Essenza by Agar™ started as the first line of essential oils made (almost) exclusively of raw materials picked and processed on the African continent. The oils in the line are certified organic by international certifying bodies (or in the process to be) and are predominantly made in Kenya, although we also have oils from Rwanda, Tanzania, Uganda, Madagascar and South Africa. We farm our own aloe (*A.Secundiflora*) and are setting new plantations in arid lands empowering more communities and restoring degraded lands; the same farmers (womens' groups mostly) have also been empowered in formulating the organic products, all under the ethical bio-trade criteria and processes of inclusion and transparency. Our shea butter is cold pressed in Kenya under our own eyes, and so are all the carrier oils in our line.

At Agar, we take quality seriously: We follow the entire value chains of our products and have Certificates of Analysis to certify the quality of the oils against minimum parameters. Furthermore, the majority of our oils are certified organic or in the process to be, meaning thorough inspections have been carried out to ensure the traceability of the biomasses, the absence of any contamination and that processing is done in ways to ensure the oils are 100% natural. We are also ethical-bio trade compliant.

DISTRIBUTION AND WHITE LABEL

Essenza by Agar™ is an international brand being distributed amongst retailers, spas and other agents in Kenya, Uganda, South Sudan and Italy. We can distribute the line to selected resellers on a consignment base, while clients wanting more margin can buy per litre (direct purchase) and clients requesting the line under their own brand can use our white label options which has different terms for each item. The room amenities line, ideally for hospitality and wellness establishments, is sold in containers of 1 and 5 liters, through direct purchase.

INDEX

Page 4	—————	Essential oils
Page 8	—————	Shea butter
Page 9	—————	Aloe Products
page 10	—————	Carrier Oils
Page 11	—————	Media Coverage
Page 12	—————	Company Info



ESSENTIAL OILS

Essential Oils are concentrated volatile liquids obtained when a plant part or whole plant is distilled. They usually carry the scent of the plant and possess properties that make them useful across several industries such as aromatherapy, cosmetic care as well as alternative health solutions

The oils in the line are certified organic or in the process to be, and are processed by us (Frankincense, Sweet Myrrh) by our Kenyan partners (Cedarwood; Wild Basil; Leleshwa; Lippia; Tea Tree, Lavender, Geranium, Rosemary, Lemongrass), our Rwandan partners (Eucalyptus) and imported from Madagascar (Ylang Ylang) Italy (Peppermint), Zanzibar (Clove Bud) and Uganda (Citronella)



EUCALYPTUS ESSENTIAL OIL

(*Eucalyptus globulus*)



Eucalyptus essential oil is used to treat a variety of common diseases and conditions including nasal congestion, asthma, skin remedy and as a tick repellent. The oil is most known for helping respiratory functions and its therapeutic benefits on the skin, sore and painful muscles.

» 15 ml

\$ 7, € 7

SWEET MYRRH ESSENTIAL OIL

(*Commiphora holtziana*) **Organic**



Traditionally, Sweet Myrrh was used as a fragrance, for embalming bodies by Egyptians, as food flavouring, for treating wounds. Today, the essential oil is highly valued and used to set a tranquil mood and quiet the mind, as a muscle relaxant and prevent the appearance of wrinkles and scars and strengthening hair roots.

» 15 ml

\$ 25, € 25

FRANKINCENSE ESSENTIAL OIL

(*Boswellia neglecta*) **Organic**



Frankincense is one of the most sought after essential oils and is The king of essential oils with numerous benefits having been used extensively in traditional cultures for many thousands of years for its powerfully uplifting and clarifying effects on the body and mind. It's one of the strongest anti-septic and anti-inflammatory oils and is widely used in cosmetics as an anti-aging agent.

» 15 ml

\$ 20, € 20

GERANIUM ESSENTIAL OIL

(*Pelargonium graveolens*) **Organic**



It is a beautiful type of oil with a lovely rosy smell that is said to trigger happiness, desire and love thus can be used to set good moods. Geranium essential oil is recommended for hormonal balancing, treating skin imperfections, strengthening hair follicles and repelling ticks.

» 15 ml

\$ 16, € 16

YLANG YLANG ESSENTIAL OIL

(*Cananga odorata*) **Organic**



Ylang Ylang essential oil is used to alleviate stress, relieve pain, reduce inflammation, improve mood, and enhance libido. In aromatherapy due to its peace promoting property and fresh sweet scent. In addition, it is said to act as a natural insect repellent, promote wound healing, and diminish the appearance of scars when applied to the skin.

» 15 ml

\$ 15, € 15

PEPPERMINT ESSENTIAL OIL

(*Mentha piperita*) **Organic**



It is a versatile oil with multiple uses and applications across the cosmetic, cleaning industry and in aromatherapy. It's used to soothe nausea and other stomach issues, increases alertness before a long meeting and cool overworked muscles, as a decongestant, headache relief and tackle symptoms from premenstrual syndrome (PMS).

» 15 ml

\$ 10, € 10

LAVENDER ESSENTIAL OIL

(*Lavandula angustifolia*)



Lavender essential oil is the most popular with a calming balancing scent and is used for health, skin care and therapeutic benefits. It is believed to have antiseptic, anti-inflammatory, anti-depressing and sedative properties; which can help to heal minor burns and bug bites, treating anxiety, insomnia, depression, and restlessness.

» 15 ml

\$ 10, € 10

ROSEMARY ESSENTIAL OIL

(*Rosmarinus officinalis*) **Organic**



Rosemary essential oil is particularly a strong oil for brain power acting as a relief for depression and memory lapses. It is also amazing for hair growth and skin toning.

» 15 ml

\$ 10, € 10

CLOVE BUD ESSENTIAL OIL

(*Eugenia caryophyllata*) **Organic**



Clove bud was used over 2000 years ago in the Indian Ayurvedic medicine. It is popular as a muscle reliever, breath freshener and king or oral care and widely used in dentistry, a great immunity booster, promoting blood circulation and prevents appearance of wrinkles and hair fall.

» 15 ml

\$ 10, € 10

TEA TREE ESSENTIAL OIL

(*Melaleuca alternifolia*) **Organic**



Tea tree essential oil is a versatile and popular oil for its multipurposity, mostly used treating acne because of its anti-inflammatory, antiseptic and antimicrobial properties. It's also thought to calm redness, swelling, and inflammation.

» 15 ml

\$ 10, € 10

LEMONGRASS ESSENTIAL OIL

(*Cymbopogon flexuosus*) **Organic**



Lemongrass essential Oil has many potential health benefits and is popular in aromatherapy to help relieve stress, anxiety, and depression. It also serves as an amazing cleanser for the skin.

» 15 ml

\$ 10, € 10

CITRONELLA ESSENTIAL OIL

(*Cymbopogon nardus*) **Organic**



Citronella is commonly used as natural mosquito repellent all over the world. It has a floral, citrus-like aroma and possess antifungal, antimicrobial, antiseptic, antibacterial, antidepressant, diuretic and insect repelling properties which makes it great for improving general health of skin and hair as well as treating insect infections.

» 15 ml

\$ 7, € 7

ESSENTIAL OILS BOX

Create your own box with 10 or more bottles of essential oils



Eucalyptus Essential Oil 15ml — \$ 4.2
(Eucalyptus globulus) € 4.2

Sweet Myrrh Essential Oil 15ml — \$ 11.67
(Commiphora holtziana) Organic € 11.67

Frankincense Essential Oil 15ml — \$ 9.58
(Boswellia neglecta) Organic € 9.58

Geranium Essential Oil 15ml — \$ 8.33
(Pelargonium graveolens) Organic € 8.33

Ylang Ylang Essential Oil 15ml — \$ 8.33
(Cananga odorata) Organic € 8.33

Lavender Essential Oil 15ml — \$ 7.5
(Lavandula angustifolia) € 7.5

Peppermint Essential Oil 15ml — \$ 7.5
(Mentha piperita) Organic € 7.5

Rosemary Essential Oil 15ml — \$ 6.67
(Rosmarinus officinalis) Organic € 6.67

Clove Bud Essential Oil 15ml — \$ 6.67
(Eugenia caryophyllata) Organic € 6.67

Lemongrass Essential Oil 15ml — \$ 5.5
(Cymbopogon flexuosus) Organic € 5.5

Tea Tree Essential Oil 15ml — \$ 5.5
(Melaleuca alternifolia) Organic € 5.5

Citronella Essential Oil 15ml — \$ 4.17
(Cymbopogon nardus) Organic € 4.17

SHEA BUTTER (Nilotica)

(Vitellaria paradoxa)

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.

The butter has Emollient, moisturizing, anti-inflammatory, anti-aging, and skin/ hair regenerating properties. It is effective for all skin and hair types including those of babies and people with sensitive skin. It can be used on its own, being mixed with other pure oils or as a cosmetic ingredient.

- » 30 g _____ \$ 5, € 5
- » 200 g _____ \$ 10, € 10



ALOE PRODUCTS

As part of our mission towards empowerment in the arid lands and the availability of the resource in the wild, we collaborate with local women groups in Laikipia and Isiolo to exploit sustainably the wildly available species of Aloe in these areas – Aloe secundiflora.

Initially, the women groups had been trained how to formulate aloe- based body care products namely Hair shampoo, Hair conditioner, Shower gel, Body lotion and Bath soap. We attempted to empower by linking them with markets, but the products were not natural and as good as our other products which are known to be pure and of premium quality.

To add value and impact, the aloe line has been reformulated and is now entirely organic – for retailers –; and natural – for bulk buyers. The organic line is sold per bottle or litre, to retailers and resellers.

To sustain production and broaden our impact, we have now also set up a 100-acre commercial aloe plantation -all on community owned land and the project will be carried out by local organized, well trained, and equipped groups.

ALOE (Shampoo) Organic



Sulphate free shampoo, gentle yet offers superior cleansing power. It is enriched with aloe, to hydrate, nourish and protect your scalp and hair strands the natural way.

» 200 ml ————— \$ 7, € 7

ALOE (Hair Conditioner) Organic



Moisture rich conditioner will keep your hair tangle-free, manageable, and soft. It will also promote hair growth while keeping dandruff and itchininess at bay.

» 200 ml ————— \$ 7, € 7

ALOE (Body Lotion) Organic



Ethically sourced Aloe is used to make this hydrating lotion. It contains the Aloe to offer all day moisturisation, healing goodness of Nilotica shea butter and nourishing African cape chestnut (Yangu) oil which also offers your skin natural UV protection.

» 200 ml ————— \$ 7, € 7

ALOE (Liquid Soap) Organic



This gentle handwash will leave your hands feeling soft and clean. It contains aloe which is not only healing but an antioxidant that protects and repairs tired, damaged skin from continuous washing.

» 200 ml ————— \$ 7, € 7

ALOE (Shower Gel) Organic



Refreshing shower gel made with Africa's finest essential oils to awaken your senses while gently cleansing your skin with its luxurious lather. This shower gel also contains Aloe to leave you with hydrated smooth skin retaining the perfect moisture throughout the day.

» 200 ml ————— \$ 7, € 7

CARRIER 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.

Apart from topical use these oils can also be used alongside essential oils in oil burners and as bath oils in shampoos.

We can supply several oils to compliment the quality of our essential oils. Our carrier oils are, cape chestnut (Yangu Oil), neem, baobab and moringa.

They are collected locally and produced using cold pressing method. Cape chestnut is collected from Mt. Kenya forest, baobab, and neem from the coast region, Moringa from the better parts of Ukambani.

Carrier oils can also be used on their own to help nourish both hair and skin amongst other uses and benefits.

BAOBAB

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.

» 100 ml ————— \$ 10, € 10



CAPE CHESTNUT

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.

COMING SOON



MORINGA

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”.

COMING SOON



NEEM

Neem oil holds a wide history as a folk remedy with ability to treat many conditions. Despite its very harsh and pungent odor.

COMING SOON



AVOCADO

It's an excellent source of antioxidants, essential fatty acids, minerals, and vitamins. It moisturizes dry hands and acts as a natural sunblock.

COMING SOON



Please see below some links about our company and work from local and international media:



<https://www.standardmedia.co.ke/business/article/2001349185/i-tapped-into-arid-land-s-fragrant-riches>

A well-written piece explaining precisely what we do and how we started the line of essential oils.



<https://www.bbc.co.uk/programmes/p09121nr>

A feature story about our operations and impact in arid lands as seen in BBC Smart Money.



Just recently, we were surrounded by the aromas of forests, trees, herbs, and forests, before people spirit most of the day in nature, on the beach, and near the ocean. Today, modern people don't have such an opportunity, and in this case, aromatherapy helps a lot.

Aromatherapy - is a natural healing treatment that uses essential oils, the natural oils of our flowers, herbs, and

<https://jafassam.com/portfolio/best-essential-oils-kenya-essenza-agar-brand>

Another article about the line from a well-known lifestyle blog in the coastal region of Kenya.



Full page feature on Daily Nation SME special - December 2021



<https://www.africarivista.it/kenya-gomme-e-resine-tesori-nascosti-delle-regioni-semiaride/143733/>

A feature in Africa Rivista for the Italian Entrepreneur Profile.



https://www.youtube.com/watch?v=GjmvQ_fQITc

An interview with influencer Maureen Waititu during the launch of the line.



<https://www.thisisess.com/these-10-essential-oils-are-a-must-have-for-your-wellness-routines/>

This Is Ess introduced their audience to the new additions in our Essential Oil line, commented on their sourcing and explained how to use them.



<https://www.howwemadeditinafrica.com/>

Company taps into demand for essential oils from Kenya's arid areas

ESSENZA™

BY AGAR



@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

