ESSENZA™
BY AGAR

AGAR LIMITED'S MISSION

This line is handmade by women's groups in arid lands, specifically Laikipia, Isiolo and Marsabit. We trained them to formulate the two lines and the result is an artisanal product with behind a lot of impact, both economical and environmental, since we restore degraded land through aloe plantations and advocate for conservation through our collection from trees.

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

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SOME OF OUR PARTNERS

Healthy U · DAYLIFF · Elixir Health · Terra Naturals · BrownBox · MTINDO · Oilkemistress Nature's Pharmacy · Avesta Life is Big · Almanara · Garnet Pharmacy · The Love Shack · Vabilini · Think Organic · Super Duper Cosmetics Ltd · Licial Wellness · Conscious Kenya community for holistic living · Ol Donyo Sapuk Resort · Palm Garden Boutique Hotel · Kobe Suite Resort

ESSENZA™
BY AGAR

ALOE BASED LINE

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 distilling 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 projects of land restoration, bio-enterprises development and income generation activities.

ESSENZA BY AGAR™ ALOE BASED LINE

Essenza By Agar™ was launched as the first line of essential oils made exclusively of raw materials picked and processed on the African continent. Shortly after we opened to other products such as the first line of aloe-based cosmetics and shea butter and carrier oils. The aloe line has been reformulated and it's now entirely **organic** – for retailers – ; and **natural** – for bulk buyers: the organic line is sold per bottle or litre, to retailers and resellers, while the natural line is sold per litre (1 or 5) to hospitality and wellness establishments looking for quality guest amenities with a story, the story of artisanal products made in collaboration with pastoralist women from arid lands.

QUALITY & TRACEABILITY

At Agar, we take quality seriously: With Essenza™ the approach remained the same and Certificates of Analysis are available to certify the quality of our products against minimum parameters. Furthermore, the majority of our product are certified organic or in the process to be, meaning thorough inspections have been carried out to ensure the traceability of the 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-benefits-sharing, meaning our products are not only sustainable, but ethically sourced and produced as well.

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 margin can buy per litre (direct purchase) and clients requesting the line under their own brand can add 15% on the cost per litre. The bulk line, ideally for hospitality and wellness establishments, is sold bulk in containers of 5 liters, through direct purchase.

THE PRODUCTS

Lotion
•Hydrating lotion •Healing •Nourishing
•UV protection

Shower Gel
•Refreshing •Cleansing •Luxurious lather
•Hydrating •Leaves skin with perfect moisture

Handwash/Liquid soap
•Leaves your hands soft and clean •Healing
•Protects and repairs damaged skin

Shampoo
•Gentle •Superior cleansing power
•Hydrating •Nourishing •Protects your scalp

Conditioner
•Moisture rich •Tangle-free •Promotes hair growth •Keeps dandruff and itchiness at bay

THE RETAIL LINE

Type of Product	Price per 200 ml bottle (Wholesale - MoQ of 25)		Price per liter 200ml bottle (Wholesale - MoQ 5 liters)	
Shampoo	Ksh 400	(RRP 750)	Ksh 500	(RRP 750)
Body Lotion	Ksh 400	(RRP 750)	Ksh 500	(RRP 750)
Liquid Handwash	Ksh 400	(RRP 750)	Ksh 500	(RRP 750)
Shower Gel	Ksh 400	(RRP 750)	Ksh 500	(RRP 750)
Conditioner	Ksh 400	(RRP 750)	Ksh 500	(RRP 750)

BULK

Type of Product	Price per 5 liters Jerricans
Shampoo	Ksh 4000
Body Lotion	Ksh 4000
Liquid Handwash	Ksh 4000
Shower Gel	Ksh 4000
Conditioner	Ksh 4000

***all prices are VAT inclusive**