



BY AGAR

2023 **CATALOGUE**

BUSINESS**2**BUSINESS





THE COMPANY

African Agency for Arid Resources Limited (Agar Ltd) is an award-winning Kenyan company dealing in natural resources from the Arid and Semi-Arid Lands of East Africa. We started as a commodities agency specializing in the trade of gum Arabic and resins such as Frankincense and Myrrh. Shortly after, we started creating value addition and distilling these resins into essential oils. Our product line now consists of over 10 essential oils, carrier oils, body butters, organic aloe-based cosmetics, and additional cosmetic products under Jua by Agar brand, now available in 4 countries. We express strong environmental and social impacts through our work in arid and semi-arid lands. By collecting and processing arid lands' resources such as Frankincense and Sweet Myrrh, we actively engage in income diversification and strengthening the livelihood of pastoralist communities while still raising awareness and advocate for conservation, biodiversity and sustainability. Agar Limited is also an international consultancy agency working with international NGOs, Governments and UN agencies on projects of land restoration, reforestation, bio-enterprises development, and income generation activities.

BEHIND THE JUA BY AGAR™ PRODUCTS

Jua 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 up new plantations in arid lands empowering more communities and restoring degraded lands. We work with farmers (women's groups mostly) that have been empowered in formulating the organic products. We are 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. 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, most 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 a member of IFEAT, the federation of essential oils producers, and adhere to all KEBS standards.

DISTRIBUTION AND WHITE LABELS

Jua by Agar is an international brand being distributed amongst the hospitality industry, e-commerce platforms, retailers, wellness establishments spas and other agents in Kenya, Uganda, South Sudan and Italy. We distribute the line to clients, re-sellers and end users at different price points on direct purchase. Purchases per liter offer bigger margin and flexible mark-up gaps compared to any other price listing we provide. Clients requesting the line under their own brand can use our white label option which has different terms for each product. The room amenity line, ideally for the hospitality industry and wellness establishments, is distributed in 50ml single use bottles, 200ml & 500ml refillable bottles and in bulk jerricans of 5 liters or 20 liters which are purposed for refilling. Essential oils and carrier oils are packaged in 15ml amber glass bottles and 100ml packaging respectively, but we stay flexible to cater for customer specification.

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*all prices in the catalogue a VAT inclusive



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; Lemon; Cypress Tea Tree, Lavender, Geranium, Rosemary, Lemongrass, Eucalyptus, and Peppermint, Clove Bud and Citronella)

Our oils are available for purchase individually in retail, wholesale, and bulk quantities.

The Jua box, consisting a minimum of 10 bottles, offers the opportunity to create your own assortment of 15ml essential oils from our range and enjoy wholesale prices. These prices are typically discounted by 45% to 50% off the regular retail price.

The Jua box is particularly ideal for spas, re-sellers, and end users who desire a diverse selection of oils.



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.

>15ML (White label & Direct purchase)	Ksh 300
>15ml (Mix & match box)	Ksh 500
>1000 ml	Ksh 15,000

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.

>15ML (White label & Direct purchase)	Ksh 1,150
>15ml (Mix & match box)	Ksh 1,500
>1000 ml	Ksh 55,000

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.

>15ML (White label & Direct purchase)	Ksh 770
>15ml (Mix & match box)	Ksh 1,100
>1000 ml	Ksh 50,000

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.

>15ML (White label & Direct purchase)	Ksh 1,000
>15ml (Mix & match box)	Ksh 1,500
>1000 ml	Ksh 55,000

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.

>15ML (White label & Direct purchase)	Ksh 450
>15ml (Mix & match box)	Ksh 800
>1000 ml	Ksh 25,000

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.

>15ML (White label & Direct purchase)	Ksh 850
>15ml (Mix & match box)	Ksh 1,000
>1000 ml	Ksh 35,000

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).

>15ML (White label & Direct purchase)	Ksh 500
>15ml (Mix & match box)	Ksh 800
>1000 ml	Ksh 35,000

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.

>15ML (White label & Direct purchase)	Ksh 400
>15ml (Mix & match box)	Ksh 600
>1000 ml	Ksh 20,000

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.

>15ML (White label & Direct purchase)	Ksh 385
>15ml (Mix & match box)	Ksh 800
>1000 ml	Ksh 25,000

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.

>15ML (White label & Direct purchase)	Ksh 400
>15ml (Mix & match box)	Ksh 600
>1000 ml	Ksh 22,500

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.

>15ML (White label & Direct purchase)	Ksh 330
>15ml (Mix & match box)	Ksh 500
>1000 ml	Ksh 15,000

LEMON ESSENTIAL OIL

(*Citrus Limon*)



Lemon oil is a highly aromatic essential oil derived from the peels of lemons. It possesses a vibrant, refreshing citrus scent that is instantly recognizable and is popularly known for its purifying, uplifting and energizing properties. Lemon oil is mostly used in aromatherapy, to scent cleaning and purifying products due to its distinct cleansing and deodorizing characteristics. As a versatile oil, it also has the ability to aid in digestion and support healthy respiratory functions.

>15ML (White label & Direct purchase)	Ksh 625
>15ml (Mix & match box)	Ksh 800
>1000ml	Ksh 25,000

CYPRESS ESSENTIAL OIL

(Cupressaceae)



Cypress essential oil is a fragrant oil delivered from the branches and needles of the cypress tree. It is known for its woody, earthy aroma with a hint of freshness. Cypress essential oil has been used for centuries due to its various therapeutic and unique scent. It is used for aromatherapy and valued for its skincare benefits. With its grounding and scent and versatile applications, cypress oil offers a natural and invigorating experience for both mind and body.

>15ML (White label & Direct purchase)	Ksh 550
>15ml (Mix & match box)	Ksh 800
>1000ml	Ksh 23,000

WILD BASIL ESSENTIAL OIL

(Clinopodium vulgare)



Wild Basil essential oil is extracted from the leaves and flowers of the Clinopodium vulgare plant, commonly known as the wild basil or clove basil. It has been used for centuries in traditional medicine to treat a variety of ailments. Wild basil essential oil is rich in eugenol, a powerful antioxidant and anti-inflammatory compound that gives it its characteristic aroma and therapeutic properties.

>15ML (White label & Direct purchase)	Ksh 500
>15ml (Mix & match box)	Ksh 800
>1000ml	Ksh 20,000

ORANGE ESSENTIAL OIL

(Citrus sinensis)



Orange essential oil is derived from the peels of oranges through cold pressing. The oil is extracted from the outer layer of the orange peels (zest). Orange Essential Oil's pleasant scent has a cheerful and uplifting yet simultaneously relaxing, calming effect that helps reduce pulse rate. It can not only create a warm environment but can also stimulate the strength and resilience of the immune system and eliminate airborne bacteria.

>15ML (White label & Direct purchase)	Ksh 450
>15ml (Mix & match box)	Ksh 600
>1000ml	Ksh 15,000



OIL	Wholesale/Retail (box ; 10 plus)	65 bottles (White label)
> Eucalyptus Essential Oil 15ml (Eucalyptus globulus)	Ksh 500	Ksh 300
> Sweet Myrrh Essential Oil 15ml (Commiphora holtziana) Organic	Ksh 1,500	Ksh 1,000
> Frankincense Essential Oil 15ml (Boswellia neglecta) Organic	Ksh 1,100	Ksh 770
> Geranium Essential Oil 15ml (Pelargonium graveolens) Organic	Ksh 1,500	Ksh 1,000
> Lavender Essential Oil 15ml (Lavandula angustifolia)	Ksh 1,000	Ksh 850
> Citronella Essential Oil 15ml (Cymbopogon nardus) Organic	Ksh 500	Ksh 330
> Peppermint Essential Oil 15ml (Mentha piperita) Organic	Ksh 800	Ksh 500
> Orange Essential Oil 15ml (Citrus sinensis) Organic	Ksh 600	Ksh 450

OIL	Wholesale/Retail (box ; 10 plus)	65 bottles (White label)
> Rosemary Essential Oil 15ml (Rosmarinus officinalis) Organic	Ksh 800	Ksh 450
> Clove Bud Essential Oil 15ml (Eugenia caryophyllata) Organic	Ksh 800	Ksh 385
> Lemongrass Essential Oil 15ml (Cymbopogon flexuosus) Organic	Ksh 600	Ksh 400
> Tea Tree Essential Oil 15ml (Melaleuca alternifolia) Organic	Ksh 600	Ksh 400
> Cypress Essential Oil 15ml (Cupressaceae) Organic	Ksh 800	Ksh 550
> Lemon Essential Oil 15ml (Melaleuca alternifolia) Organic	Ksh 800	Ksh 625
> Wild Basil Essential Oil 15ml (Melaleuca alternifolia) Organic	Ksh 800	Ksh 500

SHEA BUTTER (Nilotica)

(Vitteralia 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 | Ksh 200 wholesale |
| > 200 g | Ksh 650 wholesale; Ksh 550 White label (min 100 jars) |
| > 1 kg | Ksh 1,500 |



ALOE PRODUCTS

The “Jua by Agar aloe line has been formulated to be entirely organic: The line consists of Body Cream, Body Cleanser, Liquid Handwash, Hair Conditioner and Hair Shampoo sold in bottles or in liters. “JUA By Agar” was launched to satisfy the increasing demand for quality room amenities for hotels and resorts in Kenya and beyond. It is a line of cosmetics using aloe as a base and scented with pure essential oils from Kenya and East Africa.

This line is distributed in both bottles and liters to hospitality and wellness establishments looking for quality amenities with a story, the story of artisanal products made in collaboration with pastoralist women from arid lands, aiming to create empowerment and livelihood diversification. To sustain production and broaden our impact, we have set up 100- acre commercial aloe plantation -all on community owned land and the project is being carried out by local organized, well trained, and equipped groups.

Jua by Agar has now made available personalization of both branding and scent on all products at no additional cost when MoQs are met. The fun blends from quality essential oils being;

Northern Breeze

Frankincense, rosemary, peppermint & lavender

Herbs Power

Wild basil, rosemary, peppermint & sage

TuttiFrutti

Strawberry, orange, lemon & peppermint

DeepWood

Sweet myrrh, cypress, camphor & frankincense

Furthermore, we have partnered with a reputable Kenyan company to offer our customers customized wall mounting services, with wall mounts available in stainless steel or wood to accommodate any sized bottles from our product line.



ALOE PRODUCTS

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 | Ksh 400 |
| > 5000 ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

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 itchiness at bay.

- | | |
|-------------|------------|
| > 200 ml | Ksh 400 |
| > 5000 ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

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 | Ksh 400 |
| > 5000 ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

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 | Ksh 400 |
| > 5000 ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

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 | Ksh 400 |
| >5000 ml | Ksh 4,000 |
| >20 Liters | Ksh 15,000 |

ALOE PRODUCTS

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.

- | | |
|-------------|------------|
| > 50 ml | Ksh 92.8 |
| > 500 ml | Ksh 870 |
| > 5000ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

ALOE

(Hair Conditioner) **Organic**



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

- | | |
|-------------|------------|
| > 50 ml | Ksh 87 |
| > 500 ml | Ksh 870 |
| > 5000ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

ALOE

(Body Cleanser) **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 Aloeto leave you with hydrated smooth skin retaining the perfect moisture throughout the day.

- | | |
|-------------|------------|
| > 50 ml | Ksh 75.4 |
| > 500 ml | Ksh 870 |
| > 5000ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

ALOE

(Body Cream) **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.

- | | |
|-------------|------------|
| > 50 ml | Ksh 87 |
| > 500 ml | Ksh 870 |
| > 5000ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

ALOE

(Hand Wash) **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.

- | | |
|-------------|------------|
| > 50 ml | Ksh 92.8 |
| > 500 ml | Ksh 870 |
| > 5000ml | Ksh 4,000 |
| > 20 Liters | Ksh 15,000 |

CARRIER OILS AND MASSAGE OIL BLENDS

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 supply baobab oil, moringa and avocado oil to complement our quality essential oils.

Our range of massage blends is meticulously crafted to provide a rejuvenating and luxurious experience for spa-goers, hotels and wellness enthusiasts. We understand the importance of offering high quality products and services and is why we dedicate ourselves to create strong and effective massage blends.



Muscle Relief Elixir Massage Oil Blend

A blend of Moringa Oil, Rosemary, Eucalyptus, Clovebud & Frankincense put together to reduce muscle stiffness, pain & stress

> 100 ml

Ksh 750



Zen Harmony Massage Oil Blend

A blend of baobab oil, lavender, lemongrass and frankincense to calm thoughts, promote relaxation and help alleviate insomnia

> 100 ml

Ksh 750



BAOBAB OIL Organic

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 Ksh 650 wholesale;
Ksh 550 white label
(Moq 100 bottles)

> 1 Ltr Ksh 3,750



MORINGA OIL Organic

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”.

> 100 ml

Ksh 750 wholesale;
Ksh 650 white label
(Moq 100 bottles)

> 1 Ltr

Ksh 5,000



AVOCADO OIL Organic

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



<https://www.standardmedia.co.ke/business/article/2001349185/i>

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



<https://www.bbc.com>

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



<https://www.youtube.com/watch?v=UgrEki16xrU>

KBC feature(nairobiing wellness).



Full page feature on Daily Nation SME special - December 2021



<https://www.africarivista.it/kenya-gomme-e-resine>

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.youtube.com/watch?v=-uz3pk-nyGc>

Interview with SME Blue Pages _ Room amenities from Kenya

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



<https://www.howwemadeitinafrica.com/> for
Company taps into demand essential oils from Kenya's arid areas



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SOME OF OUR PARTNERS

