

AGAR PROFILE AND MISSION

Agar Limited is an award-winning Kenyan company dealing in natural resources from Arid and Semi-Arid Lands in 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 by 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 the new JUA by Agar brand, now available in 4 countries.

Agar Limited is also a consultancy agency working with governments, international NGOs and UN agencies on projects of land restoration, bio-enterprises development, and income generation activities.



BY AGAR



@Agarlimited



@agar_limited



African Agency for Arid Resources Limited

CONTACT US AT



+254 728 528 266



info@agarlimited.com



www.agarlimited.com

SOME OF OUR PARTNERS



African Agency for Arid Resources Ltd



BY AGAR

ALOE BASED LINE



JUA BY AGAR

The JUA by Agar line uses aloe as its base and is formulated to be entirely organic. JUA By Agar was launched to satisfy the increasing demand for quality room amenities by hotels and resorts in Kenya and beyond. In addition to the hospitality and wellness establishments, JUA by Agar's line is sold to other valued customers looking for quality amenities with a story; one of artisanal, impactful, organic products, ethically made in collaboration with pastoralist women from arid lands. When purchasing JUA by Agar products, you also have the option to personalise them, free of cost, with both your logo and scent, which is chosen from our pure essential oils, all made in Kenya. We have a wide range of scents for you to enjoy, ranging from fruity, herbal and woody to coastal and sun kissed beachy blends.

QUALITY & TRACEABILITY

At Agar, we take quality seriously. The line is currently being certified organic meaning thorough inspections have been carried out to ensure that there is traceability of the raw material, that there is no contamination and that processing is done in ways to ensure the products are 100% natural. The base of our products is made with homegrown, indigenous Kenyan aloe leaves collected from farms managed by Maasai women's groups in Laikipia county and scented with our own essential oils. The aloe plants are grown in our nurseries and have been planted in arid counties in Kenya, mostly on degraded lands where they are used as a regenerative tool for restoration. We are also certified for ethical bio trade respecting concepts of access-benefits sharing, meaning, our products are not only sustainable, but ethically sourced and produced. We are also a member of the International Federation of Essential Oils & Aroma Trades (IFEAT) and adhere to all KEBS standards.

DISTRIBUTION

JUA by Agar is distributed amongst the hospitality industry, wellness establishments, e-commerce platforms, retailers and other agents, primarily in Kenya, Uganda, South Sudan and Italy but is rapidly expanding its international customer base. Our sizes range from 50ml single use bottles, 200ml and 500ml refillable bottles while 5 or 20 liters packaging are available for bulk use and refills. All products are sold via direct purchase. Furthermore, we have partnered with reputable Kenyan businesses to offer customised wall mounting services to our customers, with units in stainless steel or wood to accommodate any size bottles from our product line.

SCENTS NOTES

Enjoy a blend of your choice, ranging from fruity to herbal to woody scents to beach breeze blends.

Northern Breeze

frankincense, rosemary, peppermint & lavender

Herbs Power

wild basil, rosemary, peppermint & sage

TuttiFrutti

strawberry, orange, lemon & peppermint

DeepWood

sweet myrrh, cypress, camphor & frankincense

THE PRODUCTS

Body Cream
Body Cleanser
Liquid Handwash

Hair Shampoo
Hair Conditioner

THE RETAIL LINE

TYPE OF PRODUCT	Price per 200ml bottle	Price per 200ml bottle
	(Wholesale - MOQ of 25)	(Wholesale - MOQ of 5)
Body Cream	Ksh 400 (RRP 750)	Ksh 500 (RRP 750)
Body Cleanser	Ksh 400 (RRP 750)	Ksh 500 (RRP 750)
Liquid Handwash	Ksh 400 (RRP 750)	Ksh 500 (RRP 750)
Hair Shampoo	Ksh 400 (RRP 750)	Ksh 500 (RRP 750)
Hair Conditioner	Ksh 400 (RRP 750)	Ksh 500 (RRP 750)

TYPE OF PRODUCT	Price per 50ml (MOQ of 100 Pcs)	Price per 500ml (MOQ of 10 pcs)
Body Cream	Ksh 87 (RRP 150)	Ksh 870 (RRP 1500)
Body Cleanser	Ksh 75.4 (RRP 150)	Ksh 870 (RRP 1500)
Liquid Handwash	Ksh 92.8 (RRP 150)	Ksh 870 (RRP 1500)
Hair Shampoo	Ksh 92.8 (RRP 150)	Ksh 870 (RRP 1500)
Hair Conditioner	Ksh 75.4 (RRP 150)	Ksh 870 (RRP 1500)

BULK

TYPE OF PRODUCT	Price per 5 Liters	Price per 20 Liters Jerrican
Body Cream	Ksh 4,000	Ksh 15,000
Body Cleanser	Ksh 4,000	Ksh 15,000
Liquid Handwash	Ksh 4,000	Ksh 15,000
Hair Shampoo	Ksh 4,000	Ksh 15,000
Hair Conditioner	Ksh 4,000	Ksh 15,000

**All prices are VAT inclusive*