



Fulfilling Dreams

Frederic Widell, VP, Head of South Asia and MD India, **Oriflame**, talks about how the brand's vision of being the #1 Social Selling Company symbolises their ambition and attitude towards everything they do every day



Oriflame is not just a beauty brand, but a community of people, passionate about beauty and fulfilling dreams. Helping people around the world to fulfil their dreams is the brand's mission and purpose, achieved through offering a wide range of beauty products, with a focus on skincare and wellness, responsibly created in Sweden. The brand also offers a unique social selling opportunity to customers to build their own business through selling Oriflame products and recruiting more people to sell.

HOW IT ALL BEGAN...

In 1967, two brothers, Jonas and Robert af Jochnick, and their friend, Bengt

Hellsten, came up with the idea of giving people the opportunity to benefit from high quality beauty products inspired by their Swedish nature. That conversation marked the beginning of an incredible 55+ years ongoing journey that continues to inspire millions. "We have pioneered in harnessing the power of natural extracts in our products, present in over 60+ countries with over 3 million brand partners worldwide. Today, Oriflame is one of the largest European social selling beauty companies," states Frederic.

At Oriflame, the brand's Swedish heritage and entrepreneurial spirit defines how things are done. "It all started when the Oriflame founders

dared to dream. The passion and positivity that set Oriflame on the path to success continues today. We're a global community, uniting ambitious people sharing and promoting the core values of Togetherness, Spirit and Passion, also known as our "TSP";" says Frederic.

ADDING THE HUMAN TOUCH

"Oriflame is a company with a human touch. Because we are from Sweden, we have a different view on beauty. For us, it's not only about how you look, but how you live, feel and act. It's a way of life: to be healthy, enjoy beautiful skin, express yourself and have fun," explains Frederic.

Since the very beginning, Oriflame has always considered the combination of nature and science to be an integral part of how it does things and offers people safe, reliable and effective products. "With more than 55+ years of experience, we deliver high quality, easy to understand, high-performance products, created with cutting edge science and through dedicated, often groundbreaking research. We are constantly searching for better solutions and technologies to create innovative products that perform, whilst being respectful of you and our nature," says Frederic.

COUPLED WITH A HOLISTIC APPROACH

The brand's value proposition for consumers is its holistic approach on



beauty. Customers and brand partners are encouraged to be confident in who they are and finding the right balance in life. A balance that come from the inside and out – that puts everyone in control no matter what life throws at them – that lets them grow and thrive.

ONLY THE BEST

Oriflame's standard offerings speak about the brand's USP. Quality is maintained through various steps.

- **Responsible Development:** Creating high quality and effective products is not enough, the brand also works hard to ensure that the products' ingredients and materials are sourced and used in a way that is respectful of nature and good for customers.

ORIFLAME
SWEDEN

also only uses natural extracts in products, never synthetic ones. They also choose to not formulate with GMOs (genetically modified organisms).

ONWARDS AND UPWARDS

Oriflame is a people's business, the power of social selling and personal recommendation in this time and age plays a very vital role which creates a



- **Highest Safety Standards:** Developing safe products has been one of their main focuses since the very beginning. This means that when buying and using Oriflame products, you can be sure they have undergone strict safety testing and follow the highest safety and strict European standards. The brand does not allow any of the 1,300 ingredients banned in the EU and also prohibits an additional 60 ingredients that don't meet their safety standards.
- **Responsible Ingredients:** All ingredients go through eco ethical screening, no ingredients are used from endangered sources. Oriflame

differentiation amongst the brand's competitors. "We ensure to be updated with the latest industry trends, equipped with the right digital tools and embrace technology to meet the needs of our brand partners and customers. Additionally, our strong corporate culture plays a major role in keeping up with the competition," says Frederic.

Oriflame believes in the simple idea that great things should be available to the many. The brand thrives to offer the best customer product experiences, and aims to give wings to users' dreams with their opportunities. "Be a part of our community, make money today and fulfil your dreams tomorrow," says Frederic!