

Asia
Business Outlook **TOP 10**
**PERSONAL CARE
BRANDS - 2022**



Sheetal Avlani, Co-Founder

Sheetal Avlani is the Co-founder at ZeroYet100 and she's also an ex-fashion designer with a passion for healthy living.

ZERO YET 100

Driving Sustainable Lifestyle with Chemical-Free Solutions

The industry of personal care products is burgeoning significantly over the years with an aim towards aiding people to look better and feel good about themselves. However, as people become more conscious of the value of beauty products, they prefer natural organic products over chemical-based products. Today, rising consumer awareness about using vegan, organic, natural, and environmentally friendly cosmetics has encouraged manufacturers to launch new products and expand their footprint. With this growth trajectory at hand, the global organic personal care market size was valued at USD 19.3 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 9.1 percent from 2022 to 2030.

Journey from Inception

This is where ZeroYet100 was founded on the principle that natural is better, and has been completely focused on developing personal care products that are completely chemical-free and formulated with natural ingredients that have potent innate properties. Today, the brand has made the necessary difference in raising awareness about living a better and healthier life through the use of natural products that are completely safe and potent.

Taking the Needed Initiative

Anita Patel and Sheetal Avlani, two evangelists, are at the helm of ZeroYet100. In 2015, the two friends and workout buddies became dissatisfied with the lack of effective, clean deodorants on the market. Using chemicals was not an option because they believed that what you put on your body is just as important as what you put in it. Driven by this, Anita and Sheetal set out to create a solution that met their personal standards: high-quality skincare that is both safe and effective. In 2017, the pair successfully launched their line of deodorants after two years of experimenting and testing on themselves and their loved ones.



With growing recognition and support, Sheetal and Anita have grown ZeroYet100 beyond deodorants. Today, ZeroYet100 is known in the market for its unique range of natural personal care products which includes Deodorant, Face Wash, Body Scrub, Hand Sanitizer, and Charcoal Detox.

“We initially started with just one deodorant in a form of a stick, and then slowly added cream-based deodorant and sprays down the line. So from 3 SKUs, we have now 25 SKUs at our disposal today,” she adds.

Product Stability and Sustainability

As the demand increased, ZeroYet100 started spreading its wings to meet those expectations across geographies. And to ensure the utmost quality standards and no side effects on the users' end, in-depth research was carried out to procure the best materials and resources with every certification in place. ZeroYet100 is rather a solution-driven company where it hand-holds clients and guides them through the whole usage of a given product.

“We wanted to make sure that none of your customers had any allergies. We conducted numerous trials with our friends and family to understand its usability in a real-world scenario. And there hasn't been a single incident to date because we take complete responsibility for our products,” explains Sheetal Avlani, Co-Founder at ZeroYet100.

Going forward, the company would continue to focus on spreading awareness towards a better and healthy lifestyle, wherein, their work has been recognized by many other organizations through awards and accolades. “We want to highlight the negative effects of chemicals on the skin, such as skin irritation, dryness, and dullness, as well as the benefits of organic goods, in order to inspire consumers to choose eco-friendly, sustainable skincare products with better product component transparency,” concludes Sheetal. [AEO](#)

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“We are a bootstrapped company, wherein, we don't take it as a business but rather an entity in spreading awareness of using natural products for a healthy lifestyle. Although we were not experts when we started our firm, we have learned with every step forward. This experience has helped us to carve a niche in the market for ourselves today,” highlights Anita Patel, Co-Founder at ZeroYet100.

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