





**Meaning:** Coinage from Sanskrit 'bodha' meaning 'bloom'. The name connotes the blossoming of wellness. The sound is global.



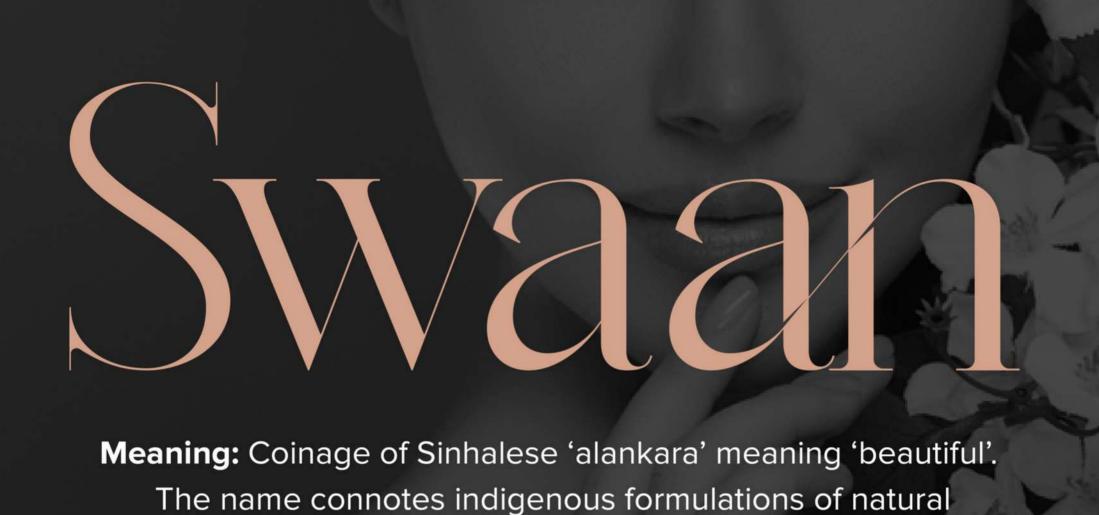
**Meaning:** Sanskrit for 'root'. The name conveys how the brand is built on sound Ayurvedic beauty principles, using fresh herbs. The sound is Asian.

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**Meaning:** Coinage from Sanskrit 'nija' meaning 'innate', 'native'.

The name references the specialised local focus of the brand and its ability to nourish from the inside out. The sound is short and global.





beauty and wellness. The sound is Asian-contemporary.





Meaning: Coinage from Sinhalese 'vindana' meaning 'feeling'.

The name conveys how the brand triggers a vivid feeling of blossoming beauty with every use of its products.

The sound is Asian-contemporary.



Meaning: Coinage from Sanskrit 'zikha' meaning 'root'.
The name conveys how Ayurvedically-formulated fresh herbal ingredients are the root of natural wellness.

The sound is Asian-contemporary.



Meaning: Coinage from Sinhalese 'pahapath' meaning 'clean'.

The name conveys how scientifically-proven natural wellness solutions have a gentle cleansing effect.

The sound is global.

**Meaning:** Pronounced 'soo-may'. Coinage from Sinhalese 'siumali' meaning 'soft'. The name conveys how a regimen of chemical-free, herb-based natural wellness works gently to soothe body and mind. The sound is short and Asian-contemporary.



**Meaning:** Coinage from Sinhalese 'Aparna' meaning 'beautiful goddess'. The name promises a supremely transformative natural beauty experience. The sound is Euro-international.

Meaning: Coinage from Sinhalese 'swabha' meaning 'natural' and English prefix 'en' meaning 'to cause', 'to put into'. The name connotes how fresh and natural active ingredients are the reason for natural wellness.

The sound is global.



Meaning: Coinage from Sinhalese 'vinivida' meaning 'transparent'
The name connotes how the brand centres itself on chemical-free,
herbal formulas. The products have a clarfying, nourishing
effect on the system from the inside out. The sound is international.