

Rice Riche: Pain Relieving Gel

Brief introduction & the relevance of the Technology:

The product, Rice Pain Relieving Gel is a herbal formulation containing rice bran oil as a carrier. The product is highly effective for minor aches and pains of muscles and joints associated with simple strains, bruises and sprains. The product is meant for topical application. It should be applied by gently massaging on the affected area until it penetrates the skin.



Acceptability of The Product

- ❖ 100 % users of the product reported that they are satisfied or extremely satisfied with the performance of the product. They got immediate relief from muscle pain/sprain/joint pain.
- ❖ Majority of the respondents (71.5%) felt that this product is better / much better than the available products in the market.

Unique Selling Propositions

- ❖ The product is a herbal formulation containing rice bran oil as a carrier.
- ❖ Rice bran oil used in this formulation serves as an excellent base for dissolving natural pain relieving ingredients and making it an efficient pain relief product.
- ❖ Rice bran oil absorbs well in the skin, thereby active ingredients get absorbed fast and provide quick relief.
- ❖ It is a quick absorbing fast pain relief product as endorsed by users.

How is the product different from its close competitors?

- ❖ Rice bran oil which has a lot of skin beneficial properties absorbs very well into the skin. So the ingredients dissolved in the medium, absorb very well and provide quick relief. Composition of the active ingredients also provide synergistic effects.
- ❖ Products of this category available in the markets have synthetic base and /or synthetic analgesic ingredients.

Product Composition

- ❖ The product contains known natural/ herbal ingredients like Camphor, Menthol, Methyl salicylate, Eucalyptus oil, Rice bran oil as key ingredients. The product, in the present form containing these ingredients in certain proportion, is most effective.



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Rice Riche: Moisturizing Lotion

Brief introduction & the relevance of the Technology:

The product, Rice Moisturizing Lotion is a skin care product made from rice bran oil and aqueous brown rice extract as key ingredients. The product is light, non-sticky and smooth, suitable for normal and oily skin. Its regular application makes skin smooth, soft and supple. Due to brown rice, the product also contains Oryzanol, vitamins and other antioxidants like tocopherols, tocotrienols, Phytosterols etc. These antioxidants fight with free radicals and slow down the effect of aging. The product is meant for topical application. It can be applied daily on face and body for moisturizing the skin.



Product Composition

- ❖ The product contains Rice bran Oil, Brown rice extract, Water, Glycerol as main key ingredients.

Unique Selling Proposition

- ❖ The product is a herbal formulation containing rice bran oil and brown rice extracts as major components.
- ❖ The starch extracted from brown rice acts as a gelling agent in the formulation and provides moisture to skin slowly but for a longer period of time.
- ❖ The oil and the brown rice extract in this formulation contain various skin beneficial ingredients contributing to suppleness, tightening, lightening and preventing dryness of the skin.
- ❖ The product is suitable for normal and oily skin.

How is the product different from other similar products?

- ❖ This moisturizing lotion is a herbal product containing rice bran oil and brown rice extract as major components.
- ❖ The oil and the brown rice extract in this formulation contain various skin beneficial ingredients contributing to suppleness, tightening, lightening and preventing dryness of the skin.
- ❖ On account of oryzanol, a potent antioxidant, the product has also anti-aging property.
- ❖ Most of the users found this product superior to the products available in the market.



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Rice Riche: Cream for Cracked Heel & Dry Skin

Brief introduction & the relevance of the Technology:

The product is a rice bran oil base cream useful for therapeutic and cosmetic applications such as cracked heels, dry skin disorder. It softens the heel and the foot skin, preventing the feet and other parts from forming thick and hard skin and enhancing the elasticity.



Product Composition

- ❖ The product is an oil/water emulsion and comprises rice bran oil up to 60%, brown rice extract up to 40%, humectant up to 30 %, sequestrant up to 1.0%, preservative, fragrance in acceptable range and sufficient quantity of water to make the formulation 100%.
- ❖ Gamma oryzanol, tocopherols, tocotrienols, sterols etc are other bioactive minor components present in the product

Features of the Product

- ❖ The formulation, apart from healing the cracks on heels, is useful in arresting the bleeding due to cracks and reducing the pain.
- ❖ The cream has the excellent effects of softening the heel and the foot skin. It enhances skin elasticity.
- ❖ Interestingly, compared to commercially available products, the recurrence of cracks is less severe.
- ❖ The composition of the formulation is new, very safe, eco-friendly and does not produce any harmful effects

Effectiveness of the Products

- ❖ All the users (100%) reported that the product does not cause any irritation, redness, rash or any negative effect.
- ❖ Cracks in heal disappeared within a week, this was reported by the all users
- ❖ 95 % users reported that they are satisfied or extremely satisfied with the performance of the product.
- ❖ Majority of the respondents (82.0%) considered this product better / much better than the available products in the market.



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Rice Riche: Face Scrub

Rice Riche Face Scrub is an exfoliation product which has been designed specifically for use on the face. It removes dead skin cells to give a more polished and healthy look by making skin softer and brighter.

Key Ingredients

- rice bran oil
- Humectants
- Microcrystalline wax
- Cetanol
- Rice powder



UNIQUE SELLING PROPOSITION

- It keeps skin smooth and glowing by removing dead skin, and exposing a layer of younger, healthier skin.
- Although the product is oil based, it can easily be washed off with water leaving behind the skin smooth, soft and moist.
- It protects from the problem of blemishes and dark spots., and flakes around nose and chin area
- This is a dual purpose product- removes dead skin as well as moisturizes the skin.
- After rinsing off, the skin becomes smooth, soft and moist and does not require application of another moisturizing cream.

HOW IS THE PRODUCT DIFFERENT FROM SIMILAR PRODUCTS?

- The formulation is an anhydrous product containing very high concentration of rice bran oil containing oryzanol and other antioxidant.
- This product contains broken rice grain flour as exfoliant which is mild and soft towards the skin.
- Most of the facial scrubs available in the market contain sharp and hard abrasive particles which are extremely harsh for skin. And after use, application of skin moisturizer becomes essential. After application of the present product, use of skin moisturizer is not required.
- Because of the mildness of the exfoliating agent, the product can be used regularly.

Acceptability of the products

The product was very much liked or liked by all the users (100%). Regular use of this product keeps skin smooth and glowing by removing dead skin, and exposing a layer of younger, healthier skin, this was the feeling of 95% users. The product is mild enough to be approved for daily use by male and female both.



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