

# PRESS RELEASE

## AMRATAVA 2014: UNVEILS THE SECRETS OF ANTIAGEING AT KOSMETIKA

Highlighting the secrets of eternal beauty and youth, an exclusive one day International Conference on AntiAgeing titled : AMRATAVA 2014, was held at the ongoing exhibition Kosmetika in hall no. 12 Pragati Maidan, New Delhi today. The one day conference was jointly organised by the Orville Media (P) Ltd, Quinta Essentia, Nature Organic and Dhyan Foundation with active support of India Trade Promotion Organisation (ITPO). Among the high dignitaries present on the occasion were Shri Malay Shrivastava, Executive Director ITPO, Smt. Meenakshi Singh, Officer on Special Duty ITPO, Yogi Ashwani, eminent Yoga expert, Smt. Aarti Gaur, Founder Quinta Essentia, Nikita Anand, Former Miss India, M. Mustafa Khan, Director OrvilleMedia, Miss Sonia Sharma, Director Nature Organic, beauty icons, AntiAgeing experts and media person.



Underlining the significance of India's ancient therapies of Yog and Ayurveda. Yogi Ashwani highlighted the unique Sanatan Kriya for AntiAgeing especially for rejuvenating the body mind and soul. He pointed out that these ancient techniques and kriyas help to bring longevity and maintain youth while protecting someone from the modern melodies. Advocating the aurvedic beauty

products, he pointed out that in the western world people are more prone to disease due to use of harmful chemicals in beauty products. He added that 100% organic beauty products and cosmetics can only bring physical fitness and perfect personalities among the people.

Shri Malay Shrivastava, ED ITPO, complimented the Orville Media for holding International conference on AntiAgeing especially during ITPO's maiden edition of Kosmetika (March 25-30, 2014). Dwelling upon the importance of the exhibition for quality conscious visitors, he assured that the next edition of the fair 2015 would be organised with larger scale. Smt. Meenakshi Singh, OSD ITPO, expressed her happiness about the meaningful deliberation in the conference.