

THAMAR LIMITED



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Brief Background of Thamar Limited

Thamar Limited is a leading nail polish and gel polish brand which started as a registered business name Thamar Nail Care in 2017 which later grew to a limited company in 2019. It was founded by Wachinga Anami who was tired of repeating the same color of nail polish. She started manufacturing colours that could confidently express her mood of the day which solved a problem of variety and quality. Colours are named after inspirations from the vast Mara to the white sandy Diani.

Thamar Limited is home to 11 employees.

Our Vision

By ceaselessly developing high-quality, natural, innovative nail care products friendly to the user and environment we aim to:

- take over the leading market position in the segment of nail care products on the Kenyan market and other markets of East Africa - to become the first choice of end users as well as professional users,
- increase our market share and corporate reputation in our other existing markets, and
- to break into new markets within and beyond Africa.

Our Core Values

Our business operation is guided by the following values:

- Beauty

Our vision of beauty as a value that represents both the core and foundation of what we do is very well summed up in a few words by our corporate slogan: Boldly Beautiful. We believe that an important part of beauty comes from within - that a truly beautiful woman is a woman who feels beautiful.

- Honesty and trust

Honesty in relationships with our employees, users, business partners, narrow and broad community and all other stakeholders is the guiding principle of our business operation. We build and maintain relationships with stakeholders who are based on respect, reciprocity and a mutual exchange of value. We respect business; ethical and moral principles keep our promises and make a trustworthy partner.

- Quality

We continuously strive for a high and steady quality of our products. Only the best tried and tested ingredients are incorporated in our

- Focus on the user

All our products are invariably designed and manufactured with the end users in mind - their wishes, needs and expectations.

Thamar Product Details

Thamar Regular Nail polish and Gel polish

- Made in Kenya brand
- Nontoxic and cruelty free
- Packaging is 15ml glass bottle
- Fat and steady brush that leaves a perfect stroke
- Outstanding adhesive properties
- Wide variety of colors (41)
- 7 free (Thamar products are free from Dibutyl phthalate, formaldehyde, toluene, formaldehyde resin, camphor, ethyl tosylamide and xylene)

Where to get Thamar Products

- www.thamar.co.ke
- Goodlife Pharmacy Kenyatta Avenue Branch
- Goodlife Pharmacy Junction Branch
- Goodlife Pharmacy New Sarit Centre Wing Branch
- Nail Accessories, Junction Stalls Shop C6

Recommended Retail Price

- Thamar Self Drying Regular Nail Polish: **KES200**
- Thamar Gel Polish: **KES950**

Nail It!