

# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits



Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



# Global Lifestyle of Spices ASTA's 2014 Annual Meetings and Exhibits

## Global Reshaping

The great rebalancing



The market



1.2 Million people per week leaving rural communities to the city  
Huge business opportunities but also a challenge for us in terms of resources  
Emerging markets -China, Indonesia and Africa --  
we're going to see a billion new middle class consumers within the next 10 years

Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

### Global Reshaping





## A collage of 15 images representing various aspects of the Nirmala Narine Global Living brand. The images include: a large green field under a cloudy sky; a close-up of a woman's face with vibrant purple and pink makeup; a close-up of a woman's face with vibrant yellow and pink makeup; a close-up of a woman's face with vibrant blue and pink makeup; a close-up of a woman's face with vibrant red and pink makeup; a close-up of a woman's face with vibrant green and pink makeup; a close-up of a woman's face with vibrant orange and pink makeup; a close-up of a woman's face with vibrant purple and pink makeup; a close-up of a woman's face with vibrant yellow and pink makeup; a close-up of a woman's face with vibrant blue and pink makeup; a close-up of a woman's face with vibrant red and pink makeup; a close-up of a woman's face with vibrant green and pink makeup; a close-up of a woman's face with vibrant orange and pink makeup; a close-up of a woman's face with vibrant purple and pink makeup; a close-up of a woman's face with vibrant yellow and pink makeup.

nirmala narine™  
GLOBAL LIVING





# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

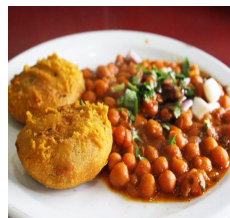
### Spices In Food



The most positive part of the changes that we're embracing is the definition of the multi-cultural forces.

We are reflecting "global cuisines" through creative ways that blend traditions and spices from around the world.

The future is about "we" and not "me". So we're combining a little pinch of this spice and that to create something that is completely new but influenced by the timeless traditions of multiple cultures.



We're mixing new spices and ingredients, so that we can experience the world in fresh and unexpected ways.

We're soothing our nomadic spirit by exploring the world through spices, without leaving the comforts of home.

Through spices, we're creating a world without borders and flowing seamlessly between cultures through technology and social networks.

We're dealing with the paradox of the difference in our cultures but with ingredients and spices and similarity of our homes our dreams our cultures, thus we can coexist in our new lifestyle, shaped by spices.



Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

### Spiced Fragrance for Heart and Home

The eternal power of seduction through spices and its enchanting fragrance connects us to a world of optimism.



- Authentic experience for the sense
- Empowering the scent of your favorite food

Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

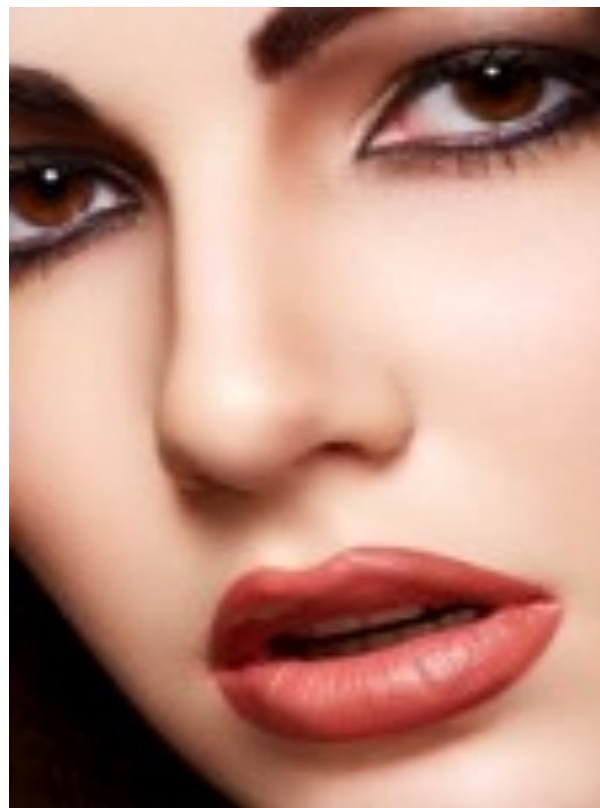
### Beauty and the Spice

Beauty goes beyond borders combining color and natural properties of spices to help care for your skin.



New Trend....

- Men's beauty care with spices
- Back to basic beauty
- Adding global traditional smells with a twist
- Re-inventing age-old secrets
- Creating signature makeup and other beauty products to match spices



Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



A collage of four fashion runway looks. From left to right: 1. A model in a bright yellow, high-necked, long-sleeved jumpsuit with a thin belt. 2. A model in a vibrant red, short-sleeved, knee-length dress with a flared skirt and a small bow at the waist. 3. A model in a blue and orange geometric-patterned, sleeveless, knee-length dress. 4. A model in a bright green, long-sleeved, high-necked top paired with a yellow, knee-length skirt, walking on a runway.



light the eyes  
 ookes passion  
 hen we associate anything that is food into fashion, i.e spices... it inspires  
 nsumer to experiment.  
 erging of spices and fashion, redefines luxury

nirmala narine™  
GLOBAL LIVING



# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

### Spice for Health and Holistic Living

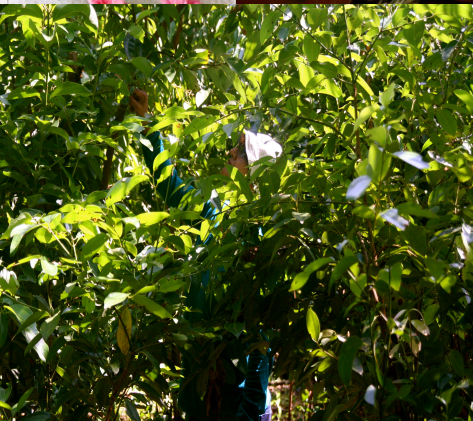


It's the dawn of a new era when feeling good and doing good go hand in hand and where taking charge of our holistic harmony for ourselves, our community and our planet is our mantra.



The world has been so dismal for so long that people are looking to detox physically and mentally.

**Seeking spices— a symbiotic relationship of nature to nourish and restore balance.**



Anti-oxidant properties –Ayurvedic Practice



Founder Nirmala Narine  
April, 28<sup>th</sup> 2014

**nirmala narine™**  
GLOBAL LIVING



# Global Lifestyle of Spices

## ASTA's 2014 Annual Meetings and Exhibits

### FUTURE

- Nurture and foster global partnerships
- Engage customers via nostalgia and culture
- Promote Social responsibility
- Transform your brand through education to expand horizons and ignite sales

### SPICE

### FUTURE

Founder Nirmala Narine  
April, 28<sup>th</sup> 2014  
**nirmala narine™**  
GLOBAL LIVING



### SPICE