



Media Release

DKSH Myanmar Partners with Roviolet Beauty to Launch Vertex Personal Care Products

DKSH enters an exclusive partnership with Roviolet Beauty Company Limited for their Vertex product portfolio. Through this partnership, DKSH ensures the market entry of a new personal care brand in Myanmar, combining DKSH Consumer Goods' strong execution capabilities with nationwide reach.

Yangon, Myanmar, March 10, 2026 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow consumer goods brands in Asia and beyond, has entered into an exclusive partnership with Roviolet Beauty Company Limited, a leading personal care manufacturer in Myanmar, to support the market launch of Vertex Roll-On.

Designed for everyday use, Vertex Roll-On is created for men who value confidence, freshness, and reliability throughout the day. As a newly launched product in the Myanmar market, it brings together practical grooming needs with modern scent profiles, extending Roviolet Beauty's personal care offering into the deodorant roll-on segment.

Under the agreement, DKSH will manage sales, distribution, and logistics for Vertex Roll-On across Myanmar, ensuring strong availability through traditional trade, modern trade, and convenience store channels. Leveraging its extensive capillary distribution network and on-the-ground execution expertise, DKSH will support Roviolet Beauty in building brand visibility and accelerating market reach from launch.

Lei Lei Myint, Managing Director, Roviolet Beauty Company Limited, said: "Vertex Roll-On represents an important step in expanding our personal care portfolio. As a new product entering the market, it is essential for us to work with a partner who understands distribution, retail execution, and consumer access across Myanmar. We are pleased to partner with DKSH to support the launch and growth of Vertex Roll-On."

Stephen Mawby, Vice President, Fast Moving Consumer Goods, DKSH Myanmar, commented: "Personal care products play an important role in daily routines, and successful launches depend on strong execution in the market. We are pleased to partner with Roviolet Beauty to support the introduction of Vertex Roll-On. With DKSH's capabilities across sales, distribution, and logistics, we aim to help establish strong availability and build momentum for the brand nationwide."

This partnership highlights DKSH's ability to support new brand entries in Myanmar's consumer goods market, from launch through scale, by combining strong execution with deep local market understanding. Companies looking to introduce or expand consumer brands in Myanmar can benefit from DKSH's integrated approach to market expansion and brand growth.

About Roviolet Beauty Company Limited

Roviolet Beauty Company Limited is a Myanmar-based personal care manufacturer headquartered in Yangon. The company produces personal care products for retail consumers, with a focus on quality, reliability, and brand development in the domestic market.



About DKSH

For more than 160 years, DKSH has been delivering growth for companies in Asia Pacific, Europe, and North America across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 35 markets with 26,840 specialists, generating net sales of CHF 11.1 billion in 2025. DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, luxury and lifestyle products, food services, as well as beauty and wellness. With 13,620 specialists, the Business Unit generated net sales of CHF 3.4 billion in 2025. www.dksh.com/cg

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