



DIAMONDS for skin renewal

According to Ayurvedic medicine the use of precious metals and stones play a key role in delivering healing properties to the skin and body. For this reason they are used extensively in their product formulations. These include pearls, silver and gold. Both in Ayurvedic medicine in India, and in ancient China, the virtues of gold and silver have been well documented and confirmed. Both cultures discovered the wonderful properties of precious metals, not only for health benefits, but also for its powerful anti-ageing properties when applied to the skin. When combined with specific natural herbs in skincare products, these ingredients have been proven to offer excellent results in improving the moisture level of the skin, enhancing cell renewal and improving skin vitality and regeneration.

Precious gems and skincare are very pleasurable unions that offer many benefits. No longer just exclusively for adorning fingers, wrists or the décolletage, they are now finding their way into our favourite skincare products. There is more to these precious beauties that meets the eye.

Another ingredient that is now making its mark in the skincare industry is Diamond Ash. Recently, OmVeda have including this ingredient into their treatment ranges.

The new Diamond skincare range introduces Diamond Ash as the major component of the line, offering the skin incredible hydrating properties and much-needed support for firmness and regeneration.

To help you better understand how this formulation works we explore below the history and unique process that Diamond Ash, also known as (Bhasma), needs to undergo so that it can deliver the necessary skin benefits. This process is both time-consuming and complicated.

DEFINITION OF BHASMA

In Ayurvedic medicine Bhasma Powder is a substance obtained by calcination of precious metals and stones. It is applied to metals such as gold, silver, pearls and diamonds, which undergo a complex special process of heating and pulverising these substances together with special herbs.

THE PROCESS

First, a mix of pure herb juice is boiled for two to three hours.

After the diamonds are purified they are placed in earthen crucibles and herbal juice is added and covered with another earthen shallow plate. The edge of this plate is sealed with clay-simmered cloth in seven consecutive layers and dried. A pit is dug in an open space according to the required diameters. Half the pit is filled with debris and the sealed earthen crucibles are placed over it and the remaining space is filled with further debris and lit. The fire is put in all four sides and the middle of the pit. When the burning is over, the earthen containers are left to completely cool. They are then opened and the content removed. The calcined diamonds are then grounded into a fine powder by

adding more herbal juice and the above process is repeated again. This is known as Diamond calcined powder (Mukta Bhasma).

Bhasmas therefore involve metals and jewels that have undergone stringent processing and incineration and reduced to finest ash (Bhasma). Studies have revealed that these metals lose their chemical identity after they are made into the Bhasmas, and this quality control measure in Ayurveda is technically termed as *Apanurbhava*, meaning the metal or mineral has undergone a permanent and irreversible change both physically and chemically. For example, loha bhasma (iron ash) prepared in this way is chemically not identical with iron (ferrous/ferric compounds). The same holds true for other metals and minerals that undergo this process. It is an interesting fact that people who have known allergies to these metals have no symptoms of allergy whatsoever to Ayurvedic medicines containing them if they have undergone this process.

THE BENEFITS OF DIAMOND BHASMA

Diamonds that have undergone the Bhasma process offer great benefit to the skin. These include:

1. Assist in skin renewal and rejuvenation of the epidermal layers. This is able to be achieved through this process and it enhances skin penetration and absorption of active ingredients into the deeper layers of the skin.
2. It improves and boosts the metabolic function of the skin
3. Assists in eliminating toxins and improving cell regeneration

According to Ayurvedic medicine, metals present as trace elements in the body in minute quantities, have therapeutic properties and support good health and rejuvenation as follows:

Gold:

Present in trace amounts in the blood, semen, eyes, heart, upper layers of the skin and intestines. It assists in supporting vision, prevents general weakness in the body, and strengthens a healthy disposition.

Silver:

Silver is present in bone marrow, upper layer of bones, gall bladder, pancreas, inner layer of the skin, lungs, flesh, blood vessels, audio receptive glands and septum of nose. Imbalance affects mind and neurological disturbances, problems related to teeth, cataract and absorption in the gut.

Copper:

Present in upper and inner layer of skin, mucosa of soft tissue, large glands, eye pupil, hair, pleura and pericardium. Imbalance causes defects in cardiovascular, central nervous and skeletal system. Deficiency affects production of red blood cells and hair keratinisation. Imbalance causes chronic inflammatory disorders in soft tissues.

Iron:

Major constituent of blood, present in the villi of the intestine, eye pupil, hair and in small quantities in all tissues of the body. Has special effect on elderly people. Imbalance causes arteriosclerosis, anaemia and general debility.

Tin:

Present in every tissue, however, more in abdominal muscles, blood and blood vessels, synovial membrane and the outer layer of uterus. Imbalance causes malformation in bones, diseases of reproductive tract, affects formation of urine, polyurea, increased perspiration.

Lead:

Present in blood and lymphatic tissue. Imbalance causes anaemia, disturbance in gastrointestinal tract due to poor secretion of digestive juices, haemolytic anaemia and ascites.

Zinc:

Present in blood, brain, sensory tissues. Imbalance causes problems related to nervous system like despondency, anxiety, and dullness of intellect, extreme forgetfulness, and irritability.

NEW PRODUCT DEVELOPMENT

Using the process of Diamond Bhasma OmVeda have developed a new skincare range that promises to improve cell metabolism and guard against collagen loss, as well as provide relief to tired skin and improve the overall radiance of the complexion. It also minimises inflammation for irritated skin.

THESE LATEST PRODUCTS FROM OMVEDA INCLUDE:

DIAMOND CLEANSER Formulated with skin-smoothing Aloe, Vetiver, Wheatgerm Oil and Diamond Ash to gently remove surface impurities, while giving the skin a nourishing boost, leaving it silky soft and supple.

DIAMOND HERBAL MASK Delivers a deeper cleanse, while effectively exfoliating dead surface cells. It combines pure Ayurvedic herbs such as Chandan, which helps to heal and repair, rice, rich in skin-conditioning amino-acids and natural proteins while also providing exfoliation benefits, pure Diamond Ash, Zinc and other organically grown herbs.

DIAMOND MASK Features Multani Mitti (Fuller's earth), a highly absorbent clay, rich in minerals that act to deep cleanse, stimulate circulation while hydrating and smoothing the skin. Containing Wheatgerm Oil, Rose Water, Zinc, herbs and pure Diamond Ash.

DIAMOND CREAM Blends pure Diamond Ash, Wheatgerm Oil, for its high content of Vitamin E, healing Zinc, Lotus, Date extracts for their nourishing and moisturising benefits, Vetiver and Almond Oil. **AAJ**

For further information on this range please contact OmVeda on 1300 662 383 or visit www.omveda.com.au.

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