

Traditional Formulations in a Modern Era

Based on Ayurvedic principles, OmVeda products were the first of its kind to be launched in Australia. We trace their history and origin of their unique formulation through an interview we conducted with their formulator, Yasmin Sadiko.

APJ 1. Who established OmVeda and when was it introduced to Australia?

Yasmin: With a passion for the skin I wanted to introduce these unique formulations to Australia and so in 1997 I launched the OmVeda Skincare brand in Australia. The product was extensively researched and trialled over a 10-year period prior to its launch. Our team of experts included Ayurvedic doctors, ethno-botanists and Ayurvedic beauty specialists who helped to make OmVeda skin, hair and body products. The brand currently enjoys an incredible reputation that stands for excellence across all levels. Its authenticity and uniqueness provides excellent results and this is the very basis of its growth. OmVeda comprises treatments and retail products available from leading spas and salons, both nationally and internationally.

APJ 2: Where are your ingredients sourced?

Yasmin: OmVeda uses organically grown ingredients sourced from various parts of India. Selection is based on optimal growth conditions for each plant, ensuring purity and potency. OmVeda supports and encourages several small organic farmers who till the soil, grow and harvest their crops according to tradition. The quality of their soil is far richer in minerals, vitamins and trace elements than that of most modern organic farms. Plants are handpicked at peak time and in the right season to maximise the strength and healing properties of the ingredients.

The fresh raw ingredients, that make up the Omveda line include concentrated extracts of herbs, flowers, leaves, roots, resins, wood, bark, nuts and seeds, and freshly pressed oils such as almond, sesame and sunflower. The manufacture and preparation of ingredients follow strict Ayurvedic principles. All products are specifically formulated and tested for use with every skin condition.

APJ 3: If a salon has an existing cosmeceutical range that they are happy with can they introduce OmVeda as a complementary range?

Yasmin: Absolutely, both can work together comfortably. The OmVeda range can be used as an adjunct or to expand the existing customer base, helping a cosmeceutical-based menu. OmVeda products have several ingredients that assist with detoxifying and purifying the skin so that it will respond better to further treatments.

APJ 4: Your massage oils are very concentrated. How do they differ from other oils on the market and how should they be used?

Yasmin: The OmVeda massage oils are made to traditional Ayurvedic formulations to maximise the health benefits of the herbs used. Freshly ground herbs are infused through a special process and left overnight. The oil is then thoroughly drained to remove any powdered particles, and this process is then repeated for up to 21 days depending on the oil. To maximise the effectiveness of these healing oils in treatments, they should be warmed and applied generously to the skin and massaged in. This has a twofold benefit – first, it helps to lighten the consistency of the oil, and second, it enhances absorption of the oil and the specific herbs. Each OmVeda massage oil has a retail accompaniment. It is very beneficial to encourage clients to use the oil regularly daily at home for maximum benefit.



APJ 5: Name some of the key ingredients in the OmVeda range and state their benefits to the skin?

Yasmin: There are many medicinal herbs used in this Ayurvedic product. Far too many to include here, but here is a small list:

Vetivert: The skin benefits of Vetiver can be attributed to its many properties, including anti-inflammatory, antiseptic, nervine, sedative, tonic and vulnerary. Known in India as “Khus” or “Khus-Khus”, it is extensively used in the perfume, food and beverages industries. The botanical name of Vetiver is *Vetiveria Zizanoides* or *Andropogon Muricatus*. This grass has a very pleasant and mild, earthy, musky smell, which has a cooling effect on the body and the mind.

Turmeric: A decongestant, anti-bacterial and anti-inflammatory herb, Turmeric is known as Haldi in India. Turmeric is also a very effective tonic and a blood purifier.

Saffron: Commonly known in India as Kesar. Since time immemorial saffron has occupied a special place in the culture and tradition of Indian people. This exotic herb is famous for its bright yellow colour and flavour and used in cooking. Saffron is valued globally for not only its culinary, but also its medical properties. Topically it is applied to improve the appearance of skin texture and conditions such as acne and problematic skin.

Aegle Marmelos - Bael Fruit: An analysis of the Bael fruit shows it is rich in minerals and vitamins, especially vitamin C. The ripe fruit is aromatic and astringent, which helps protect the skin against impurities. The bael tree is one of the most useful medicinal plants of India. All the parts of this tree, including stem, bark, root, leaves and fruit at all stages of maturity, have medicinal properties and have been used as traditional medicine for thousands of years.

Rubia Cordifolia - commonly known as Manjishta is known as the best blood-purifying herb in Ayurveda by aiding in the removal of toxins. It is astringent, diuretic, haemostatic and lithotriptic in action. Reddish pink in colour, its properties on the skin are tonic, antiseptic, astringent, cooling and anti-bacterial.

APJ 6: What are your specialised treatments?

Yasmin: With beauty care as its ultimate goal, OmVeda has created a range of luxurious and healing Signature Facials for outstanding results. We offer the therapist an enormous choice in treatments for face, body and hair. Formulations are either prepared or mixed from specifically combined herbal powders. The formulations can be blended into fresh masks and intensified through the addition of ingredients like yoghurt, milk, honey, water, eggs, vegetables or seasonal fruits. The methods of treatment combine ancient Indian rituals and techniques to provide a totally relaxing and rejuvenating experience for every client to discover. Treatments provide the full benefits of key ingredients.

Signature Facials include:

- 24 Carat Gold Facial**, for dry, dulling and/or mature skins.
- The Omveda Pure Silver Facial** for hot and inflamed skin that needs cooling and hydration.
- OmVeda Mango Thermo-Herbal Treatment** is excellent for sagging skin, sun damage, dry and dull skin and to minimise the appearance of lines and wrinkles.
- OmVeda Herbal Body Detox** - A unique combination of herbal powders blended with fresh yoghurt to detoxify and balance the condition of the skin. Suitable for all skin types.

APJ 7: Why do your formulations not contain water?

Yasmin: None of the OmVeda lotions or creams contain water. This means they are concentrates and can be massaged into the skin with wet hands or in conjunction with the OmVeda Saffron Oil. Being a traditional brand and using Ayurvedic methodology the base of creams and lotions is beeswax and pure cold pressed oils. Herbs are infused into the oil over a period of weeks to make the formulation more potent. This is then made into a cream or lotion.

APJ 8: What kind of preservatives do you use in the OmVeda formulations and what is their shelf life?

Yasmin: As with herbal medicine the shelf life for OmVeda products are three years from date of manufacture. We use herbal powders in a base of oil and many of the Ayurvedic herbs such as neem, bael fruit, lemon and sandalwood have antibacterial properties so they do not need to use of additional preservatives. We recommend that the products be used within one year of purchase. This does not mean that the product renders itself useless, but rather that the ingredients progressively deteriorate over time and become less effective.

APJ 9: You have a very unique Rose Toner, tell us about the Rose extract you use?

Yasmin: We use Rose water and powder from *Rosa Centifolia* – 100-leafed cabbage rose, which is a wonderful deep red and very fragrant rose. People often comment that the scent reminds them of their grandmother. This is because we use the traditional method of cultivation for this rose (not the hybrid methods). In this way we retain all its nutritive properties, while its wonderful aromatic properties are also enhanced.

APJ 10: Your products are very pure, how well are they positioned in today's price-conscious market?

Yasmin: Our products are extremely well priced. OmVeda sits mid-range in price, and the cost per treatment is very low. This is largely because we encourage salon and spa therapist to combine the products with fresh ingredients eg. one teaspoon of the OmVeda Skin Rejuvenator is made into a paste with one and half teaspoons of yoghurt. This means that the one teaspoon will double in volume. Any therapist conscious of their bottom line should truly not look further than OmVeda. Many of our facials are an average \$10 per treatment, which is very hard to beat!

APJ 11: What are some of the common questions you are asked by therapists about OmVeda?

Product consistency and colour: A plus or minus 5 per cent variance in consistency and colour can be expected from batch to batch. All colours within the product range are totally natural. The benefits of organic cultivation are reflected in the vibrant colour and aroma of our ingredients.

Do products contain preservatives? OmVeda products contain no mineral oils, petrochemicals, parabens, synthetic additives, preservatives or SLFs that interfere with the body's own mechanisms for repair. There are no fillers in any product. Each and every ingredient is there for its medicinal properties in line with Ayurvedic philosophies.

What results can I expect? Treatments and products are prescriptive, suitable for every skin type and for the holistic treatment of a wide range of conditions for outstanding results.

Can they be used on men? All treatments and products are suitable for both men and women of all ages. OmVeda is not gender discriminatory. Every aspect of skin, body and hair is covered in both retail and professional.

Can machinery be used with OmVeda treatments? The use of machinery is not necessary in our facial and body treatments, however, their efficacy is not affected by the use of standard salon equipment, e.g. vapourzone, galvanic and high-frequency treatments. The OmVeda Gels (Silver and Gold) can be greatly enhanced when infused by using galvanic current.

Is OmVeda Australian manufactured? No, as it is a traditional Ayurvedic range and Ayurveda is indigenous to India. The knowledge and quality of herbs to maintain efficacy and efficiency is best sourced from its place of origin. Soil and climatic conditions play an important role. However, OmVeda is 100% Australian owned and guarantees freshness of product and immediate supply.

For further information phone
OmVeda on: 1300 662 383.

APJ



TRUE
BEAUTY
AS
NATURE
INTENDED



Unparalleled experience
and knowledge in
Traditional Ayurvedic Beauty.

Over 50 exclusive retail products
Traditional Signature Treatments
for face, body and hair.

Leading the way in
Traditional Ayurvedic
Face, Body & Hair Care.

1300 662 383

INFO@OMVEDA.COM.AU

WWW.OMVEDA.COM.AU

OMVEDA IS 100% AUSTRALIAN OWNED