



# Saffron, Neem and Brahmi

## Time-Honoured Herbs to transform your Treatment Menu

In an age when scientific validation is considered the essential element in determining the credibility of a product, timeless traditional formulations that have survived for centuries still hold their ground both as credible and in the commercial states. This is because ultimately what matters is what works and what delivers results.

It is true that many things that are examined in test tubes often have their origins in nature. They undergo certain processes whereby a product is refined and improved upon. However, nature often has her own laws that can achieve perfect formulations without the necessity of chemical changes instigated by human effort. Sometimes all that is needed is blending the right synergy of herbs, spices and oils to create powerful potions that can surpass man-made formulations.

Ayurveda is one such discipline that for centuries has passed on therapeutic principles that produced highly effective cosmetic and medicinal formulations. These methods usually are very stringent when it comes to the purity of the raw materials so that they can offer the highest grade of therapeutic constituents. The blending methodologies are also very precise to ensure that the end product is both nutritiously potent and of a very high quality.

New from OmVeda come three new unique formulations to nourish, purify and deliver incredible benefits to the skin, hair and even support the nervous system of the individual. These are Saffron Oil, Neelini Hair Oil and Brahmi Head Massage Oil, three wonderful new products that can be incorporated in your treatments as well as sold as a retail item. Here is what they offer:

### SAFFRON OIL

Saffron is known to be one of the most expensive spices. This is because the stigmas of the plant are handpicked to make the spice. Saffron oil has a very interesting odour. It has a woody, spicy, hay-like odour.

Because of its incredible therapeutic properties Saffron is an important ingredient found in a larger number of Ayurvedic medicines. It offers some incredible benefits including:

Anti-poisonous, aphrodisiac, heart tonic, carminative, diaphoretic, diuretic, emmenagogue, febrifuge, stimulant, lactagogue, liver tonic, nerve tonic, sedative and astringent properties.

It is used in acne, apoplexy, arthritis, asthma, colic, cough dyspepsia, insect bites and stings, liver disorders, mental disorders, neurasthenia, oedema, painful menstruation, sore throat and splenic disorders. It is attributed with extraordinary properties for improving weak eyesight and highly valued as a complexion builder.

For cosmetic use Saffron Oil is considered as a classic ingredient to beautify the face, neck and décolleté. Saffron is regarded as the queen in beauty treatments. It contains valuable antioxidant properties and has been used to promote fairness of the complexion, heal numerous skin conditions and diseases as well as address acne and the overall health of the skin.

OmVeda's Saffron Oil is an all-round facial oil that helps minimise wrinkles and reduce pigmentation. Due to its anti-bacterial properties it is also excellent for problematic skin

and gives the skin a wonderful healthy-looking glow. A luxurious and nourishing oil, Saffron Oil helps to repair the skin while helping reduce facial tension.

It combines Turmeric, for its profound anti-oxidant and anti-inflammatory benefits, which lie in the curcumin (extracted from the root). Rich in natural Vitamin C, Turmeric helps neutralise toxins, brightening and strengthening the skin, while reducing lines and wrinkles.

In addition to Saffron and Turmeric, OmVeda's new facial oil contains Aloe Vera to soothe, Manjishta to stimulate circulation and carry vital nutrients to the tissues, calming Lotus, Rose, for its high concentration of Vitamins E and C, the astringent Sappanwood and Indian Rose Chestnut to help ease skin irritations.

As this is a very concentrated oil, gently massage a small amount over the face and neck to instil a glow and freshness to the complexion. Professionally it can form part of a facial massage, and for home care, use before bedtime so skin can reap the benefits.

**NEELINI HAIR OIL**

Based on the Ayurvedic principle, and the symbol of hair beauty — thick, lustrous and strong — the OmVeda Neelini Hair Oil is a natural hair nourisher to prevent hair loss and dandruff, encourage growth, boost vitality and maintain hair health. Set in a base of lush Sesame Oil, it is enriched with the herb Bhringaraj (the 'lord of hair') to guard against and reduce hair loss, Neem for its anti-bacterial and anti-viral properties, Hibiscus, Amla for its high anti oxidant content, Belleric Myrobalam to rejuvenate and Indian Lotus.

Neelini Hair Oil should be used to deliver a simple scalp and hair massage. It will bring vibrancy to the entire body and peace to the mind. It helps restore the flow of energy, increase blood flow and circulation, which in turn strengthens and nourishes the hair shaft, addresses dryness and revives lifeless, dulling hair for a new-found shine. In addition it relieves tension, muscle stiffness and stress.

Neelini Hair Oil is a wonderful scalp and hair treatment product that will also assist in relaxing the mind while boosting the nutritional levels of the scalp and hair.

**BRAHMI HEAD MASSAGE OIL**

The OmVeda Brahmi Head Massage Oil while enhancing hair lustre has a profound effect on the mind and body. Brahmi has an established reputation as an effective and powerful brain and nerve tonic. In traditional Indian medicine it is used to treat skin problems and as a blood-cleansing herb. Brahmi is also believed to stimulate growth of the hair and nails.

A tonic for the scalp and the mind, Brahmi Oil helps ease stress and promote relaxation, while helpful in the treatment of insomnia and pre-menstrual headache. It enhances concentration, calmness and serenity, allays anxiety while imparting a gloss to the hair. In a base Sesame Oil, rich in natural anti-oxidants, Gota Kola, to revitalise the nerves and help improve stress levels. It also contains Aswaghandha, an all-round tonic that strengthens and rejuvenates the skin, Valerian, traditionally used for its calming benefits and in promoting restful sleep. Valerian is a medicinal herb that is taken to relieve restlessness and anxiety and to treat insomnia and Amla, renowned for its high Vitamin C content.

These incredible three formulations offer you and your clients unique benefits of time-honoured ancient formulas. They are fine quality oils loaded with numerous nutrients that are pleasurable and a delight to use. **AAJ**

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