

Ayurvedic solutions for PIGMENTATION, ACNE & SCARRING



Ayurveda has addressed pigmentation and acne conditions for many thousands of years, chiefly because both are indigenous to the land of its origin, India.

Pigmentation is seen more significantly on darker skins and acne is a major problem for teenagers. As a consequence, facial treatments and take-home products for these conditions formed an essential part of Ayurvedic beauty.

Wheat, barley, lentils, saffron, bael fruit and jamun fruit are some key ingredients in many specifically formulated herbal combinations, which when made into a paste with egg white, yoghurt or milk and honey, provide a highly detoxifying, anti-bacterial, protein-rich and



antioxidant effect to the skin. While providing very effective results in addressing a variety of conditions, these herbals are highly effective and help to balance the delicate acid mantle, rejuvenate and deep cleanse the skin.

Forming part of the traditional Ayurvedic facial, these herbal treatment combinations can also be used in conjunction with mainstream protocols such as microdermabrasion, LED or oxygen therapy. They are particularly recommended for those who have very sensitive skin or a darker complexion to help strengthen the skin prior to and between the more intensive, equipment-based procedures.

THE ACTION OF AZELAIC ACID

The grains from wheat, barley and rye are known to contain a specific component called Azelaic Acid, which studies have revealed is beneficial in the treatment of conditions such as hyperpigmentation, acne, rosacea-related disorders and scarring.

A naturally occurring saturated dicarboxylic acid, Azelaic Acid was trialed over 30 years ago as a topical treatment for hyperpigmentation. It was only by chance that its properties were discovered to be helpful in the treatment of acne. Identified as a molecule present in some parts of plants, it was shown to be able to enhance the resistance of these plants to infection. Azelaic Acid is considered to contain anti-microbial properties and is recommended in the treatment of mild to moderate acne, both comedonal and inflammatory. Its bactericidal properties work against a variety of micro-organisms that are present on acneic skin.

Furthermore, Azelaic Acid has been shown to also display anti-keratinising properties. Its anti-bacterial properties work to diminish bacteria in the follicle, while its keratolytic properties minimise the excessive buildup of keratin that may lead to acne. Azelaic Acid does not appear to form a resistance to bacteria, and unlike benzoyl peroxide, does not stain the skin. It is particularly useful during the summer months as it is not photosensitive and is also an alternative for those unable to use topical retinoids. It also helps to reduce pigmentation and darker patches and markings that often result from persistent acne.

OMVEDA'S ENZYME AND VEGETABLE PEEL MASKS

Azelaic Acid is found in OmVeda's Vegetable Peel Mask, a specialised Ayurvedic mix of active herbs featuring key ingredients of Wheat and Barley and Jambul. While familiar with the properties and benefits of grains, this Mask also contains another essential ingredient called Jambul, a recognised high source of natural Vitamins A and C in addition to Sandalwood, Cinnamon and Nutmeg.

This potent mask is in powder form and is designed to be blended with organic milk or yoghurt to trigger its vital properties. The natural enzymes found in the yoghurt/milk work in synergy to activate the herbs, helping to accelerate cell renewal, minimise the appearance of darker patches and brighten the complexion.

"What makes this mask so unique," says Yasmin Sadikot, creator of OmVeda "is the use of the whole grain rather than a concentrated extract. It is gentle, yet effective and 100% natural."

The Vegetable Peel Mask delivers noteworthy results in helping to brighten the complexion, enhance tone and texture and minimise the appearance of darker patches and markings due to sun exposure, pregnancy or hormonal changes, while also promoting skin suppleness and smoothness.

Another superb option on the Ayurvedic menu is the use of a double-herbal mask, which is often recommended to speed up the effectiveness of the facial treatment. The first mask acts to deep cleanse while the second mask intensifies results. A prime example is the OmVeda Enzyme Mask (which has powerful cleansing properties) and the Vegetable Peel combination. The Enzyme Mask is an exceptionally concentrated and active enzyme and vitamin complex rich in wheat, jamun berry, almond, sandalwood, lotus and nutmeg. The jamun berry is loaded with minerals such as manganese, zinc, iron, calcium, sodium and potassium. The result of this double-mask treatment is an enlivened complexion with enhanced clarity, tone, suppleness and a boost in elasticity. **APJ**



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