



SAUNDARYA PRASADAK

HAIR CARE REALM

Clean Beauty HairCare Manufacturing Portfolio

CRAFTING AUTHENTIC AYURVEDIC
BEAUTY FOR THE WORLD



A Global Ayurvedic Manufacturing Partner

- Partnering with premium and luxury beauty brands across continents
- Practising Saundarya Prasadak, the classical Ayurvedic discipline for skin, hair, and aesthetic wellness
- World-class manufacturing facility in Haryana, approximately three hours' drive from New Delhi International Airport
- Traditionally cultivated herbs processed with precision in a spiritually charged environment with continuous Vedic chants



HAIR SERUM FORMULATION APPROACH

Designed for modern Ayurvedic and clean beauty brands seeking high-performance serum systems with lightweight sensorial aesthetics, advanced botanical functionality, and premium hair-finishing experience.

Suitable for:

- Frizz-control systems
- Shine & smoothness concepts
- Lightweight nourishment serums
- Scalp-focused serum systems
- Premium styling-support concepts
- Luxury wellness haircare brands

ADVANCED FORMULATION CAPABILITIES

- Lightweight Fast-Absorption Systems
- Silicone-Free Serum Concepts
- Botanical Lipid Complexes
- Premium Shine & Smoothness Systems
- Plant Protein Infusion Concepts
- Frizz-Control Technologies
- Heat & Pollution Protection Inspired Systems
- Scalp Microbiome-Conscious Concepts
- Luxury Sensory & Slip Engineering
- Essential Oil Crafted Aromatherapy Profiles

PREMIUM INGREDIENT ECOSYSTEMS

Possible integration of specialty haircare actives, sensorial ingredients, advanced emulsifier systems, botanical lipid technologies, and premium aromatic systems sourced from globally recognized innovators such as:

BASF | Clariant | Croda | Evonik | Lucas Meyer Cosmetics | Symrise |
Seppic | Kapila | Langa

And many more globally respected ingredient partners.

HAIR SERUM

www.asliayurveda.com

Sr. No.	Product Name	Product Positioning	Primary Concern	Signature Active System
1.	SilkenRoots Hair Serum	Nourishes, strengthens, and enhances hair's natural shine for a healthy look.	Intense Hair Nourishment	Flax Seeds, Grape Fruit Ext, Vetiver Ext, Banana Ext, Fermented Rice Water, Radish Root Ferment, Black Sesame Oil, Neelibringadi Oil, Pumpkinseed Oil, Jojoba Oil, Moringa Oil, Neem Oil, Lavender Oil , Rosemary Oil, Tea Tree Oil, Tocopherol
2.	TressSoothe Hair Serum	Delivers smooth, manageable hair, leaving it frizz-free and easy to style.	Deep Hair Nourishment	Grape Oil, Vetiver Oil, Banana Ext., Fermented Rice Water, Radish Root Ferment, Lavender Oil, Moringa Oil, Flax Seeds, Coconut Oil, Squalane, Jojoba Oil, Plant Protein, Pumpkin Sd., Oil, Neem Oil, Rosemary Oil, Sandalwood, Tea Tree Oil, Tocopherol
3.	Root & Rise Ayurvedic Hair Growth Serum	Stimulates hair growth, strengthens hair follicles, and promotes a healthier scalp for vibrant, shinier hair.	Hair Growth Support	Hibiscus Ext., Methi Sd., Rosemary Leaf, Amla Ext., Brahmi Ext., Aloe Vera Ext., Shikakai Ext., Jatamansi Ext.
4.	RootEssence Hair Serum	Promotes healthier, shinier, and more vibrant hair for a radiant and lively appearance.	Hair Growth Support	Hibiscus Ext., Methi Sd., Rosemary Leaf, Amla Ext., Pomegranate Peel, Kalonji, Moringa Leaf Ext., Bhringraj, Rice and Fermented Rice Water, Onion and Onion Peel, Shikakai, Ginger, Clove Flower Ext., Green Tea Ext., Mango Seed Powder, Jatamansi Ext., Brahmi Ext., Aloe Vera Ext., Shikakai Ext., Hydrolyzed Wheat Protein

Hair Serum Continued

Sr. No.	Product Name	Product Positioning	Primary Concern	Signature Active System
5.	HairShield Serum	Offers protection against environmental damage, while keeping hair hydrated, nourished, and strengthened.	Hair Strengthening Support	Almond Ext., Olive Oil, Castor Oil, Rosemary Ext., Cedarwood Oil, Lemon Oil, Tocopherol, Rosemary Oil, Aloe Vera Ext., Hydrolyzed Soya Protein, Hydrolyzed Pea Protein, Hydrolyzed Oat Protein
6.	VitalRoot Hair Serum	Nourishes, strengthens, and revitalizes hair for a fuller, healthier appearance.	Scalp Nourishment Support	Black Sesame Oil, Black Seed Oil, Castor Oil, Coconut Oil, Jojoba Oil, Pumpkin Seed Oil, Baobab Oil, Rosehip Oil, Peppermint EO, Rosemary EO, Tea Tree EO, Lavender EO, Tocopherol, Ginger oil, Bargamot, Vetiver Oil, Mustard Oil.
7.	PureScalp Serum	Reduces dandruff and scalp irritation, leaving the scalp nourished, soft, smooth, and refreshed.	Anti-Dandruff Support	Black Sesame Oil, Black Seed Oil, Castor Oil, Coconut Oil, Rosehip Oil, Peppermint, Tulsi, Reetha, Jatamansi, Willow Bark, Manjistha, Neem, Shikakai, Bhringraj, Rosemary Oil, Tea Tree EO, Lavender EO, Tocopherol, Mustard Oil.
8.	FrizzGuard Hair Serum	Provides shiny, soft, frizz-free hair with well-defined strands for a polished look	Silky Hair Smoothness	Almond Oil, Pumpkinseed Oil, Squalene, Brahmi Oil, Bringraj Oil.



FORMULATION NOTE

Possible customization with lightweight botanical esters, advanced emulsifier systems, naturally derived conditioning technologies, plant proteins, fermented concepts, premium aromatic directions, and sensorial enhancement systems designed for modern luxury haircare formulations.

POSSIBLE CLAIM & POSITIONING DIRECTIONS

*Sulfate-Free | Silicone-Free | Naturally Derived Concepts |
Clean Beauty Concepts | Ayurvedic + Clinical Hybrid Positioning |
Plant Protein Infused | Essential Oil Crafted | Scalp Barrier Conscious |
Microbiome-Friendly Concepts | Premium Aromatherapy Profiles*