



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

ASLI AYURVEDA Wellness Pvt. Ltd.
Herbal Cosmetics Third-Party & Contract Manufacturing



THE ASLI HAIRCARE FORMULATION APPROACH

Crafted at the intersection of Classical Ayurveda, modern clean beauty science, and premium sensorial formulation design.

Developed for:

- Conscious beauty startups
- Premium Ayurvedic brands
- Clean-label haircare founders
- Luxury wellness companies
- Global private-label businesses

ADVANCED FORMULATION CAPABILITIES

- Sulfate-Free Systems
- Naturally Derived Cleansing Systems
- Glucoside-Based Cleansers
- Silicone-Free Conditioning Concepts
- Plant Protein Repair Systems
- Fermented Haircare Concepts
- Scalp Microbiome-Conscious Concepts
- Luxury Sensory Engineering

PREMIUM INGREDIENT ECOSYSTEMS

BASF | Clariant | Croda | Evonik | Lucas Meyer Cosmetics | Symrise | Seppic |
And many more globally respected ingredient partners.



HAIR SHAMPOO



Sr. No.	Product Name	Product Positioning	Primary Concern	Signature Active System
1.	Clear Scalp Shampoo	Reduces scalp flakes and effectively cleanses excess oil, providing soothing relief to the itchy scalp	Anti-Dandruff Support	Willow Bark Ext., Amla Ext., Reetha Ext., Bhringraj Ext., Aloe Vera Ext., Fenugreek Liq. Ext., Neem Leaf, Neem Oil, Tea Tree Oil, Rosemary Essential Oil, Clove Oil, and Camphor
2.	Gentle Strength Shampoo	Minimizes hair fall, strengthens hair roots, and nourishes weak hair for improved growth.	Hair Strength Support	Amla Ext., Manjistha Ext., Bhringraj Ext., Aloe Vera Ext., Fenugreek Liq. Ext., Green Tea Ext., Hydrolyzed Pea Protein, Hydrolyzed Wheat Protein.
3.	Pearl Grace Hair Shampoo	Locks in lasting hydration, refreshes the scalp, and enhances pearly shine for a healthy look.	Hair Hydration Support	Amla Extract, Willow Bark Ext., Bhringraj Ext., Aloe Vera Ext., Fenugreek Ext., Hydrolyzed Wheat Protein, Hydrolyzed Pea Protein
4.	Hair Harmony Shampoo	Gently cleanses the scalp, supports stronger hair strands, and maintains optimal moisture balance.	Scalp Nourishment Support	Brahmi Ext., Moringa Ext., Aloe Vera Ext., Fenugreek Ext., Tankan Bhasma, Neelibhringadi Tailam.
5.	Complete Hair Care Shampoo	Leaves hair soft, fresh, naturally shiny, and conditioned, with a gentle scalp cleanse.	Root Strength Support	Orange Peel Ext., Amla Extr., Manjistha Ext., Bhringraj Ext., Aloe Vera Ext., Fenugreek Ext., Green Tea Ext., Kalonji Sd., Castor Sd., Sesame Sd., Soya Sd.
6.	Pushpa Bloom Hair Cleanser	Revives dull hair, improves hair resilience, and supports healthy-looking volume.	Hair Strength Support	Orange Peel Ext., Amla Ext., Manjistha Ext., Bhringraj Ext., Aloe Vera Ext., Fenugreek Ext., Green Tea Ext., Hydrolyzed Pea Protein, Hydrolyzed Wheat Protein.

Hair Shampoo Continue.....

Sr. No.	Product Name	Product Positioning	Primary Concern	Signature Active System
7.	Root & Revive Shampoo	Provides hair fall support, nourishes the scalp, controls frizz, and adds shine and smoothness with herbal cleansing	Hair Revitalization	Babchi seed, Bhringraj, Neeli, Japakusum, Amalaki, Haritaki, Bhrami, Shikakai, Reetha
8.	Hibiscus Silk Hair Shampoo	Refreshes the scalp, strengthens hair, and provides effective anti-dandruff support.	Scalp Refreshing Care	Lemon Ext., Bringraj Ext., Hibiscus Ext., Camphor Oil, Balashwagandhadi Oil, Rosemary Oil
9.	Herbal Essence Hair Shampoo	Supports hair fall control, hydrates the scalp, and leaves hair smooth, shiny, and enhanced with shine.	Hair Fall Control Support	Amla Ext., Bhringraj Ext., Orange peel oil, Aloe vera Ext., Fenugreek Ext., Green tea Ext.

FORMULATION NOTE

Possible customization with naturally derived cleansing systems, glucoside-based surfactants, plant proteins, fermented concepts, and premium aromatherapy profiles.

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*