

Ashwagandha in Personal Care



Ashwagandha's antioxidant, anti-inflammatory and hormone stabilizing properties may be able to contribute healthy attributes to hair and skin care products. Ayurvedic healers have also long advised the use of ashwagandha for inflammatory skin disorders, including acne.

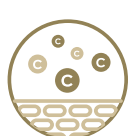
Ashwagandha's Skin Health Benefits



Antioxidants fight signs of aging like wrinkles, fine lines and blemishes



Fights inflammation and exerts antibacterial properties, speeding healing of wounds



Moisturizes the skin by boosting collagen production



Internal use promotes cell regeneration and promotes balanced hormone levels

Ashwagandha's Hair Care Benefits



Strengthens hair, making it less prone to breakage



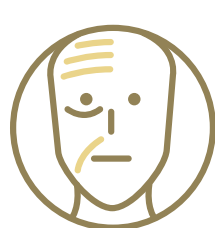
Inhibits the loss of melanin in the hair, preventing premature greying



Fights stress, reducing hair loss by decreasing cortisol levels



Activates and stimulates hair follicles



Potential Applications

Ashwagandha can be incorporated into various products including facial and body creams, massage oils, soaps, facial cleansers, shampoos and conditioners, and facial serums and peels.

Examples of personal care products from around the world include:



Sandalwood & Orange Peel Facial Moisturizer

Among other ingredients, Forrest Essentials' Sandalwood & Orange Peel Facial Moisturizer combines **shea butter, almond kernel oil, vetiver root extract** and **aloe vera leaf juice** with **holy basil, barley protein** and **ashwagandha root extract**. The **authentic Ayurvedic formulation** boasts **antioxidant** and **moisturizing** properties.

Under Eye Cream

Inveda's Under Eye Cream for all skin types features **ashwagandha** and **gotukola**. It's noted for **moisturizing** the delicate eye area, **helping reduce** the appearance of dark circles and fine lines, and **brightening** and **smoothing** the area around the eyes.



Skin Rejuvenating Anti-Aging Supercritical Cream

Skin Rejuvenating Anti-Aging Supercritical Cream from Tattva's Herb's Organics is 100% certified organic, featuring a blend of **ashwagandha, amla, licorice, holy basil, bacopa, turmeric, Indian sarsaparilla, clove** and **sandalwood oil**. The potential benefit of **strengthening** underlying connective tissues may contribute to **increased elasticity** and a **more youthful appearance** for the face and neck.

Wheatnourish Wheatgerm Oil & Honey Nourishment Crème

Wheatnourish Wheatgerm Oil & Honey Nourishment Crème from Lotus Herbals showcases extracts of **ashwagandha** and **tulsi** with **wheat germ oil, almond oil** and **honey**. Wheatnourish draws on the skin rejuvenating and anti-inflammatory properties of **ashwagandha** extract, as well as the natural **astringent** and **antiseptic** characteristics of **tulsi**.



Ashwagandha Extract Cream

Bianca Rosa Ashwagandha Extract Cream features **1.5% withanolides**, along with **jojoba oil** and **green tea extract**. Unlike the other lotion products, it is not geared solely as a face or neck moisturizer.

Herbal Facial Oil

In addition to **ashwagandha**, Herbal Facial Oil for Normal & Combination Skin from Annmarie Skin Care features a treasure trove of **organic natural ingredients** to help **balance, moisturize** and **soften** skin.

They include:



Echinacea



Calendula



Frankincense



Rhodiola



Goji berries



Ginkgo



Acai



Rosemary



Rooibos



Comfrey



Orris Root Face & Body Cleanser

Biotique Orris Root Face & Body Cleanser for Men is a gel-form daily herbal cleanser enriched with ingredients like **orris root, ashwagandha, neem bark** and **kikar gond**. The ingredients **aid acne, nourish** and **protect skin**, and help **improve texture**. The rejuvenative helps remove impurities, supporting **skin health**.