

COSMETIC BRANDS & BEAUTY CLINICS SPECIAL

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LIFESTYLE INSIGHTS

IN THE U.S. & INDIA

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IN MY OPINION

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Director & Chief Surgeon,
Divine Cosmetic Surgery*

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*Sudhakar Reddy,
Founder & Executive Director,
Nirvedha Executive Coaching
Solutions*

Mirrah Belle Naturals

**Nature Spells in a Bottle
Perfecting Beauty Blemishes**

*Shivani Kapur,
Founder*

₹150



Vedaearth: Blending Aromatherapy & Ayurveda for Beauty Inside & Outside

For decades, the combination of Ayurveda & Aromatherapy is known for facilitating a healthy life, wherein Aromatherapy, in the form of floral & herbal extracts is considered as an intrinsic aspect of Ayurvedic healing. But unfortunately, with the growth of the modern cosmetic and wellness industries, these deceptively simple alternative remedies have often been overlooked by the beauty product manufacturers. Standing in the sharp contrast is Bangalore-based Vedaearth that uses versatility of age-old tradition of Ayurveda with the quintessential essence of Aromatherapy to create holistic beauty products and services for overall wellness.



Vedaearth constantly strives for better products through regular innovation of traditional knowledge and offers the best of beauty care and wellness products

Believing that oil is the solution to your problems, Vedaearth offers a host of Vegan skincare and wellness products comprising of face packs, facial oils - anti-pigmentation, anti-ageing, under eye oil, cleansing & hair oil (skincare range), and bath salts for mood elevation & pain-relief, essential oils and soaps (wellness range), through various e-Commerce platforms. These products are mainly developed for the modern women who are conscious about what goes on her

skin, but have seldom time for regular beauty regime. Going the extra mile, the venture launched Bangalore's first Vegan Spa & Salon (as extension of its brand) that offers a space to experience the goodness of Ayurvedic Aromatherapy and uses house products for 90 percent of its spa & salon services. "I want women to feel good, empowered and inspired about themselves and share same vibes to their surrounding and thus provide the same by combination of Ayurvedic Aromatherapy that works on mind, body & soul," avers Divya Dinesh, Founder & CEO, Vedaearth.

Animal-Loving Company

Vedaearth manufactures its products through a third-party manufacturer in Bangalore, but still keeps the control in its own hands. It takes care of entire development process starting from vendor selection to formula, to monitoring the manufacturing of products (ensuring vegan-cruelty free). All the oils are tested even at the vendor selection stage to avoid any kind of adulteration which not only aids the venture to narrow down good quality suppliers, but also provide naturally light weighted oils. The firm that believes in providing a better world for all living creatures and showing compassion towards animals, carefully uses natural, certified (PETA), vegan & cruelty and free of harsh chemical ingredients for crafting products, wherein final inventions are personally tested by Divya herself before introducing to the market. This enables Vedaearth to serve its customers for long time with transparency.

Overcoming Barriers

With the misconception that oils are too heavy to be used regularly, Vedaearth is on a mission to educate



Divya Dinesh,
Founder & CEO

people regarding the benefits of using oil on skin. To overcome this, Vedaearth conducts several workshops and seminars to educate people (especially women) on advantages of using oils, Aromatherapy & Ayurveda through various posts, videos (via website & social media pages) and F2F conversion at the Vedaearth Lounge. "It takes time to educate the customer and give them insights into benefits of the ingredients, how aromatherapy & oil works and our oils are different, but in the long run this is the only way to truly capture a customer's heart," adds Divya.

Vedaearth constantly strives for better products through regular innovation of traditional knowledge and offers the best of beauty care and wellness products in terms of quality, efficacy and safety. Enriched with such features, the company envisions entering into international markets like U.S., Australia and other South-East Asian countries, and opening more spa & salon centers around Bangalore and other metros in another two years. 