

Yurvani

47%

DANDRUFF REDUCTION

+40%

IMPROVEMENT IN  
HAIR VOLUME

HibiHair

# Innovation rooted in wisdom

## *Ayurvedic cosmetic ingredients*

Unlock the secrets of Ayurveda - the ancient Indian science behind a new generation of natural, high-performance beauty products.

Our innovative ingredient blends combine years of wisdom with modern studies to deliver proven results. Each plant-powered complex features time-tested botanicals, rooted in a rich heritage of classical Ayurvedic formulations.

Welcome to the future of wellness, reimagined.



*Natural, vegan  
& zero waste  
blends*

## *Sustainable sourcing*

Beyond product performance, we're committed to social responsibility and sustainability. In addition to embracing a zero-waste philosophy by reusing any leftovers from ingredient production, we source our materials from small-scale Indian farmers and women-led self-help groups, empowering local communities.

# What is HibiHair?



*Dandruff Reducing and  
Hair Volumizing Cosmobotanical*

HibiHair is an excellent combination of four wholesome herbal extracts having superior anti-dandruff, antioxidant, anti-inflammatory, hair growth stimulating and healing properties.

All of its ingredients are well tested and have been used in traditional Ayurvedic formulations for centuries.

Clinical studies have been carried out using 1% of HibiHair in shampoo and serum. The results demonstrated notable improvements in various hair parameters, including anti-dandruff, hair volume, hair growth, hair fall, hair texture, hair shine, and overall appearance of hair.



# Ingredients

## *False daisy*

INCI name - Eclipta alba extract  
Ayurvedic name - Bhringraj



### *Benefits:*

- Prevents hair loss, stimulates hair growth, prevents juvenile greying
- Anti-dandruff properties
- Increases hair thickness and volume
- Used as a hair tonic in Ayurvedic and folklore practices for centuries, and has a wide range of benefits on the scalp and hair

## *Indian pennywort/ Asiatic pennywort*

INCI name - Centella asiatica extract  
Ayurvedic name - Brahmi/Gotu kola



### *Benefits:*

- Helps fight against oxidative damage to scalp
- Effective in healing of damaged, scarred cells
- Improves tensile strength of hair
- Helps promote hair growth and decrease hair loss
- Increases synthesis of collagen and reduce photo aging
- Improves scalp moisture and nourishment by increase of surface hydration state, and decrease in trans-epidermal water loss (TEWL)

## *Margosa/Indian lilac*

INCI name - Azadirachta indica leaf extract

Ayurvedic name - Neem/Nimb



### *Benefits:*

- Anti-fungal and anti-microbial effects help reduce and prevent dandruff and other fungal infections
- Antioxidant and anti-inflammatory properties help in nourishing and improving general health conditions of scalp and hair follicles
- Stimulates hair growth and conditioning

## *Hibiscus flower*

INCI name - Hibiscus rosa-sinensis  
flower extract

Ayurvedic name - Japa kusum



### *Benefits:*

- Provides a thick, smooth and lustrous appearance to hair
- Thanks to natural anti-bacterial properties, it can provide protection to scalp and hair roots against microbial infections
- Rich in phyto-flavonoids and amino acids that help nourish hair roots and scalp to stimulate hair growth
- Brilliant hair tonic and hair growth stimulator in Ayurvedic hair care formulations

# Functions & Benefits

- Helps fight dandruff and other scalp infections
- Improves hair volume
- Helps nourish scalp
- Anti-inflammatory property further helps soothe the scalp
- Helps protect scalp from oxidative stress due to its antioxidant properties
- Helps stimulate hair growth



Dermatologist  
approved



Clinically  
tested



Zero waste



Cold  
processable



100%  
natural



Vegan



Easy to  
manufacture with

## Typical Properties

INCI names	Eclipta alba extract, Centella asiatica extract, Azadirachta indica leaf extract, Hibiscus rosa-sinensis flower extract
Appearance	Brownish yellow to yellow, fine powder
Solubility	90% minimum
pH of 1.0% solution	5 -7
Applications	Serum, Shampoo, Conditioner, Mask; Styling Products, Waterless Formulation
Usage level	1.0% - 2.5%
Storage	Store in tightly sealed containers at room temperatures. Avoid exposure to excessive humidity & heat

# Clinical studies findings

Results from thrice a week of HibiHair shampoo 1% & daily application of HibiHair serum 1% were observed in 56 days.

Instrument used DermLite.

## *Hair Volume & ASFS scale*

Visual results of hair volume and ASFS scale improvement.

Day 1



Day 56

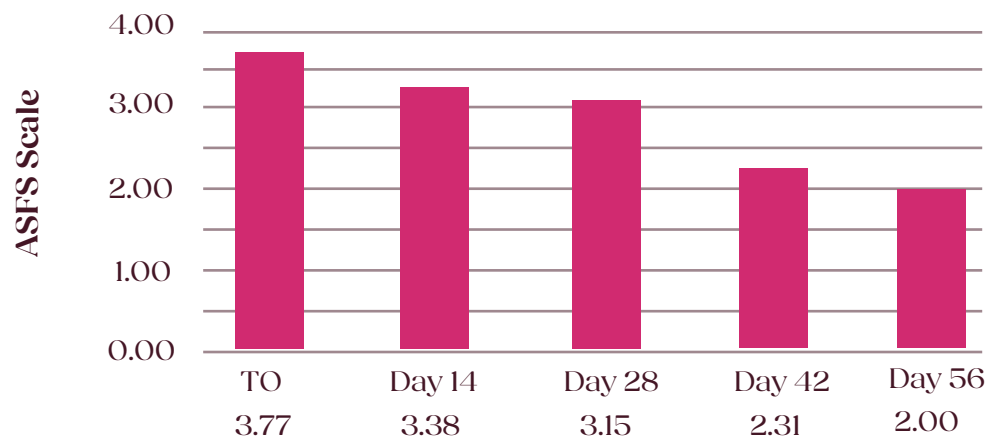
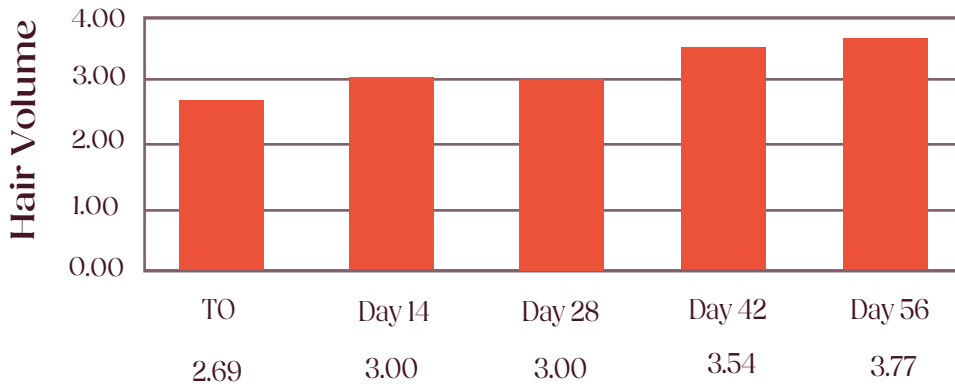


**Improvement has been seen especially in the crown area and partition line.**

Table showing mean Hair Volume and ASFS scale data at baseline (TO) to Day 56.

Parameter	TO	Day 14	Day 28	Day 42	Day 56	% Reduction
Hair Volume	2.69	3.00	3.00	3.54	3.77	40.00
ASFS Scale	3.77	3.38	3.15	2.31	2.00	46.94

Graph showing hair volume and ASFS score results from T0 to Day 56.



There was a notable reduction in dandruff as per ASFS scoring of around 46.94% & hair volume increased by around 40.00%, observed by Day 56 of the products usage.

## *Further Clinical Studies Findings*

### **Hair Count**

By Day 56, 23.64% improvement has been seen in terms of hair count

### **Hair Fall Count**

By Day 56, 44.76% improvement has been seen in terms of hair fall reduction

For further details (data, graph, pictures), please contact us.



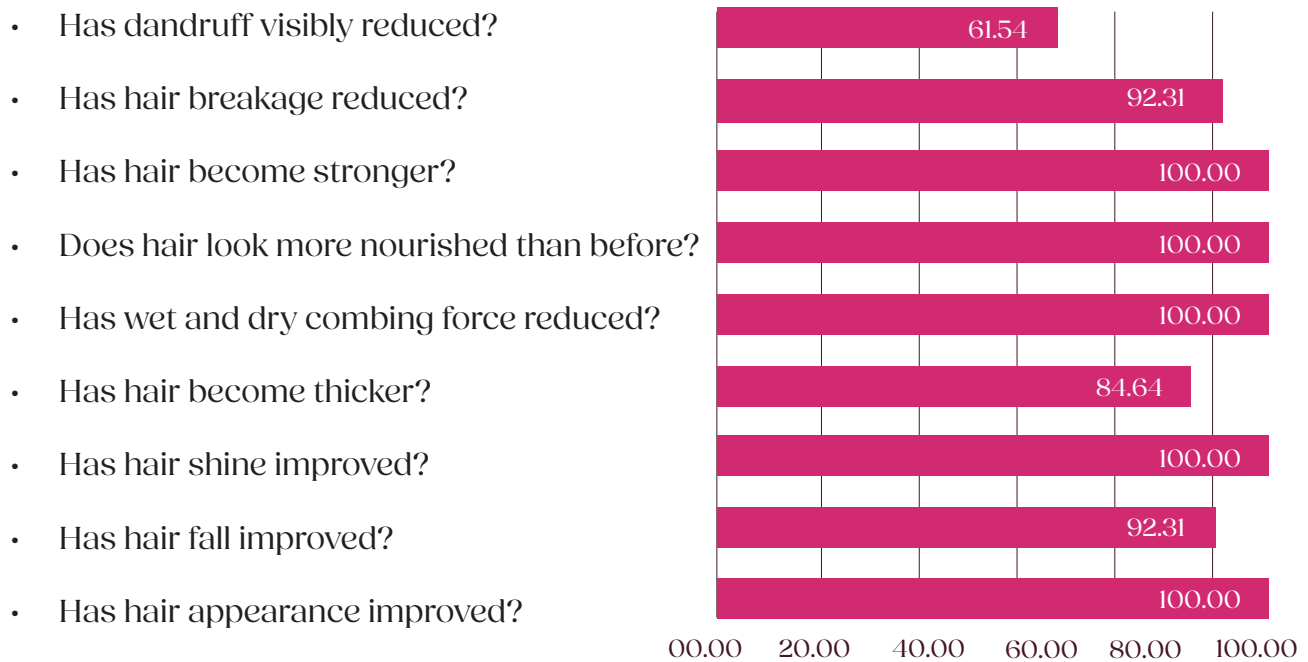
# Dermatologist's Assessment

Hair growth, hair shine, hair texture, and overall appearance of hair were visually evaluated by the dermatologist.

Parameters	TO	Day 14	Day 28	Day 42	Day 56	% Reduction
Hair Growth	2.85	3.00	3.15	3.77	4.00	40.54
Hair Shine	3.00	3.15	3.31	3.69	3.77	25.64
Hair Texture	3.08	3.46	3.69	4.00	4.08	32.50
Overall Appearance of Hair	3.15	3.15	3.31	4.00	4.00	26.83

An overall improvement in the parameters such as hair growth (40.54%), hair shine (25.64%), hair texture (32.50%) & overall appearance of hair (26.83%), were observed from the baseline through Day 56.

## *Subject Feedback*



## Summary

- 61.54% subjects agreed that their dandruff had visibly reduced
- 92.31% subjects agreed that their hair breakage had reduced
- 100% subjects agreed that the wet & dry combing force had reduced, their hair had become more nourished & that their hair had become stronger
- 84.62% subjects agreed that their hair had become thicker
- 92.31% subjects agreed that their hair fall had reduced
- 100% subjects agreed that their hair appearance & hair shine had improved

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“Ayurveda teaches us  
to live in harmony with  
ourselves, others, and the  
environment to achieve  
true wellbeing”

### *About us*

Yurvani is a UK-based ingredient manufacturer specialising in Ayurvedic blends. We help brands unlock the secrets of Ayurveda - the ancient Indian science behind a new generation of natural, high-performance beauty products.

**Looking for something specific?  
We also develop custom blends.  
Get in touch to find out more!**

# Yurvani

*Get in touch*

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