

Yurvani

66%

REDUCTION IN
HAIR FALL

+39%

INCREASE IN
HAIR COUNT

EcliptaRoots

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 EcliptaRoots?

*Hair Growth & Hair Fall
Reducing Botanicals*



EcliptaRoots is a unique composition of five wholesome herbal extracts providing multiple benefits such as:

- Hair growth stimulation
- Hair loss prevention
- Hair shine & texture improvement
- Hair volume enhancement
- Hair tensile strengthening

Also, thanks to its excellent antioxidant, anti-inflammatory, and healing properties, it helps control dandruff.

It has an unmatched safety profile, as all its ingredients have been widely used for centuries in external as well as internal administrations in traditional folklore and classical Ayurvedic formulations.

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 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)

Indian Gooseberry

INCI name - Phyllanthus emblica fruit extract

Ayurvedic name - Amalaki/Amla



Benefits:

- Helps promote hair growth as it increases cells number in dermal papilla of human hair follicles
- Excellent natural antioxidant - one of the richest sources of vitamin C
- Effective for its UVB damage protecting and photo-protective properties
- Potent hydration properties that nourish the scalp and help make it healthy and supple
- Improves tensile strength of both virgin and bleached hair
- Helps prevent hair loss

Indian Winter Cherry

INCI name - Withania somnifera root extract

Ayurvedic name - Ashwagandha



Benefits:

- Potent antioxidant properties help repair oxidative stress induced damage to follicles and help improve overall health of hair and follicles
- Imparts a relaxing, soothing and revitalizing effect on scalp, lowering cortisol level
- Boosts collagen formation enhancing scalp-repair and cell-regeneration processes
- Stimulates the production of hyaluronan which helps in keeping scalp hydrated and supple

Soap Pod

INCI name - Acacia concinna fruit extract

Ayurvedic name - Satala/Shikakai



Benefits:

- Gives relief in scaling, itching, dryness and greasiness of scalp
- Due to its significant anti-fungal properties, it also helps prevent dandruff and other fungal infections
- Gentle detangling, hair growth stimulating, split ends preventing, moisturising and lustre providing properties
- Traditionally used to gently cleanse and nourish hair for centuries in Ayurveda

Functions & Benefits

- Helps promote hair growth and prevent hair loss
- Helps nourish scalp
- Helps improve tensile strength of hair
- Anti-inflammatory properties fight swellings and prevent micro scars
- Helps protect scalp and hair from oxidative stress due to its anti-oxidant properties
- Helps enhance appearance of fullness of hair
- Helps improve hair texture
- Helps impart shine and lustre



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, Phyllanthus emblica fruit extract, Withania somnifera root extract, Acacia concinna fruit extract
Appearance	Light brown to brown, fine powder
Solubility	90% minimum
pH of 1.0% solution	5-7
Applications	Serum, Shampoo, Conditioner, Mask, Styling products. Waterless formulations
Usage level	1.0% - 2.5%
Storage	Store in tightly sealed containers at room temperatures. Avoid exposure to excessive humidity and heat.

Clinical studies findings

Hair growth

Results from thrice a week of EcliptaRoots shampoo 1% & daily application of EcliptaRoots serum 1% in terms of hair growth stimulation were observed in 56 days.

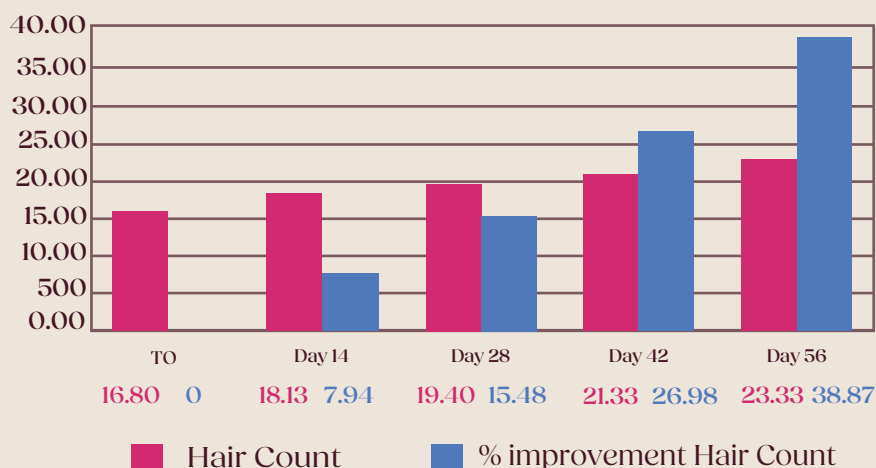
Instrument used DermLite.

Hair Count

Table showing mean Hair Count data at baseline (T0) to Day 56.

Mean hair count	T0	Day 14	Day 28	Day 42	Day 56	% Improvement
	16.80	18.13	19.40	21.33	23.33	38.87

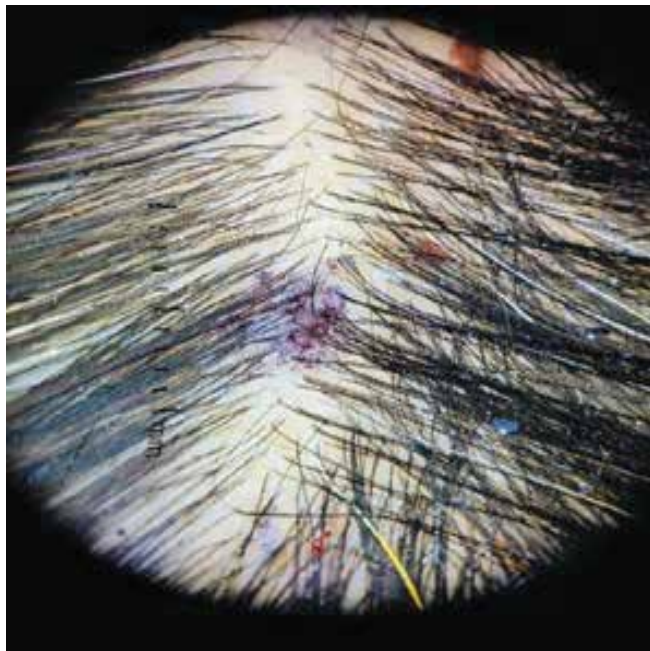
Graph showing mean hair count results at T0 to Day 56.



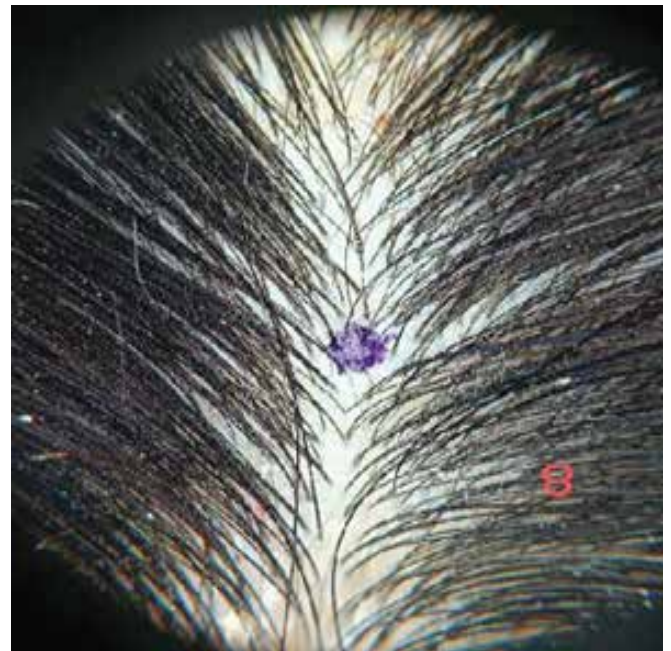
An improvement of 38.87% was observed in Hair count as per the DermLite in 56 days.

Visual results of hair count improvement.

Day 0



Day 56



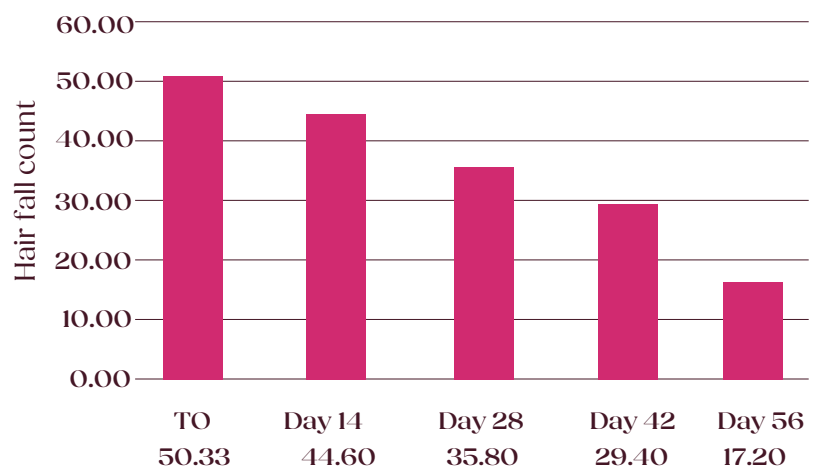
Hair Fall reduction

Table showing mean Hair Fall reduction data at baseline (TO) to Day 56, carried out by the Hair Comb Test.

Mean Hair Fall Count	TO	Day 14	Day 28	Day 42	Day 56	% Reduction
	50.33	44.60	35.80	29.40	17.20	65.83

Graph showing Hair Fall reduction at TO to Day 56.

A notable reduction of 65.83% was observed in Hair fall count by Day 56.



Visual results of hair count improvement.

Day 0



Day 56



Dermatologist's Assessment

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

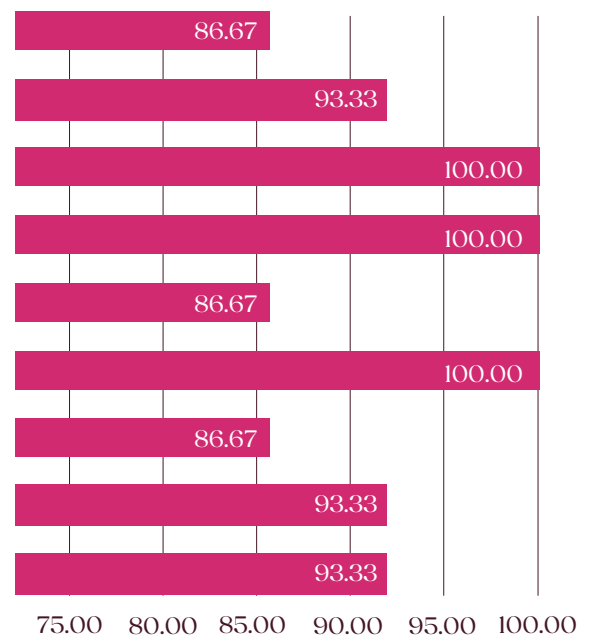
Parameter	TO	Day 1	Day 28	Day 42	Day 56	% Improvement
Hair Growth	2.87	3.00	3.13	3.87	4.00	39.53
Hair Volume	2.80	3.40	3.53	3.80	3.87	38.10
Hair Shine	2.67	2.87	3.13	3.47	3.67	37.50
Hair Texture	2.80	2.80	3.13	3.73	4.13	47.62
Overall Appearance of Hair	3.13	3.20	3.47	3.87	4.13	31.81
ASFS scale	3.93	3.40	3.00	2.20	1.80	54.24

As per the dermatologist, an overall improvement in the parameters such as hair growth (39.53%), hair volume (38.10%), hair shine (37.50%), hair texture (47.62%) & overall appearance of hair (31.81%), was observed from the baseline through Day 56.

Also, there was a notable reduction in dandruff as per ASFS scoring of around 54.24% by Day 56 of the product usage.

Subject Feedback

- Has the dandruff visibly reduced?
- Has hair breakage reduced?
- Has hair become stronger?
- Does hair look more nourished than before?
- Has wet and dry combing force reduced?
- Has hair become thicker?
- Has hair shine improved?
- Has hair fall improved?
- Has hair appearance improved?



Summary

- 73.33% subjects agreed and 13.33% subjects strongly agreed that dandruff had visibly reduced
- 93.33% subjects agreed that hair breakage had reduced
- 100% subjects agreed that hair had become thicker and more nourished and hair had become stronger
- 86.67% subjects agreed that hair shine had improved and that the wet & dry combing force had reduced
- 93.33% subjects agreed that hair appearance had improved & that fall had reduced

References

- Ethnopharmacological Significance of *Eclipta alba* (L.) Hassk. (Asteraceae). Rownak Jahan, Abdullah AlNahain et al. *Int Sch Res Notices*. 2014; 2014: 385969.
- A Non comparative Open label Pilot study to see the Efficacy and Consumer Response of Vegetal Hair Well in preventing hair fall and promoting hair growth. Amit Madan, Abhishek Arun et al. ISSN 2320-5407 *International Journal of Advanced Research* (2014), Volume 2, Issue 2, 475-481
- A Study on the Effect of *Eclipta Prostrata* Extract and MTS on the Improvement of Scalp Health and Prevention of Hair Loss for Workers in Their 20s and 30s. Chang-Seok Lee, Joo-A Kang et al. DOI Number: 10.37506/v20/il/2020/mlu/194573
- Strengthening hair with *Centella asiatica*: a report of clinical and subjective efficacy of a local treatment with a 0.5% hair lotion. Stefano TOGNI, Giada MARAMALDI et al. *Esperienze Dermatologiche* 2018 June;20(2 Suppl 1):27- 30
- Titrated extract of *Centella asiatica* increases hair inductive property through inhibition of STAT signaling pathway in three-dimensional spheroid cultured human dermal papilla cells. Choi YM, An S et al. *Biosci Biotechnol Biochem*. 2017 Dec;81(12):2323-2329.
- Enhanced VEGF Expression in Hair Follicle Dermal Papilla Cells by *Centella asiatica* Linn. Damratsamon Surangkul, Apinun Limmongkon et al. *Chiang Mai University Journal of Natural Sciences* 17(1) · January 2018
- Emblica* (*Phyllanthus emblica* Linn.) Fruit Extract Promotes Proliferation in Dermal Papilla Cells of Human Hair Follicle. S. Luanpitpon, U. Nimmannit et al. January 2011 *Research Journal of Medicinal Plant* 5(1):95-100. DOI: 10.3923/rjmp.2011.95.100
- Effect of *Phyllanthus emblica* Linn. on Tensile Strength of Virgin and Bleached Hairs. Pratya Tiampasook, Chaiyavat Chaiyasut et al. *Appl. Sci.* 2020, 10, 6305; doi:10.3390/app10186305
- A Non comparative Open label Pilot study to see the Efficacy and Consumer Response of Vegetal Hair Well in preventing hair fall and promoting hair growth. Amit Madan, Abhishek Arun et al. ISSN 2320-5407 *International Journal of Advanced Research* (2014), Volume 2, Issue 2, 475-481
- Withaferin A—A Promising Phytochemical Compound with Multiple Results in Dermatological Diseases. Simona Bungau, Cosmin Mihai Vesa et al. *Molecules* 2021, 26, 2407. <https://doi.org/10.3390/molecules26092407>
- Methanolic extracts of *Withania somnifera* leaves, fruits and roots possess antioxidant properties and antibacterial activities. Nadia Alam, Monzur Hossain et al. *BMC Complement Altern Med*. 2012;
- A CLINICAL STUDY ON EFFICACY OF SIKAKKAI (ACACIA CONCINNA) HAIR WASH ON DARUNAKA (PITIRIASIS CAPITIS). Sujatha Ediriweera, A.M.H.Y Perera et al. *Jour. of Ayurveda & Holistic Medicine* Volume-II, Issue-VII. 175. Published online 2012 Oct 7. doi: 10.1186/1472-6882-12-175 12.
- ANTIFUNGAL PROPERTY OF *Acacia concinna* AGAINST *Candida albicans* IN COMPARISON WITH COMMERCIALYAVAILABLE ANTI-DANDRUFF SHAMPOO. K. ASHWINI, N. P. MURALIDHARAN et al.

“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

 @yurvani_uk

 @yurvani

www.yurvani.com
moon@ascot1.com

