

Yurvani

+40%

INCREASE IN SKIN
MOISTURISATION

93%

AGREE THAT SKIN FEELS
SMOOTHER

KayaKlay

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.

Body & Soul Rejuvenator Mud



The Universe comprises five elements: earth, sky, water, fire, and air—mud symbolizes the earth element. Historically, it was widely used for its therapeutic properties.

Ayurveda emphasizes rejuvenating the body and soul to promote healthy aging and maintain optimal physical and mental function.

Traditionally, mud supports natural skin renewal, refreshes the body, and helps combat lethargy.

KayaKlay

KayaKlay is a blend of 5 Ayurvedic botanicals and natural Multani clay, available in two grades:

KayaKlay – high in botanicals for low-level use

KayaKlay MD – higher in clay for more clay-dominant formulations

It helps retain moisture, cool the body, detoxify skin, and improve microcirculation.

Formulated for all skin types, it absorbs excess oil and removes impurities, leaving the skin refreshed and rejuvenated.

Clinically tested at just 1% concentration, KayaKlay has shown visible improvement in skin elasticity, firmness, hydration, melanin reduction, and overall appearance.

In Formulations containing UV filters, KayaKlay MD gives significant SPF and UVA-protection boosting properties

Ingredients



Margosa/Indian lilac

INCI name - Azadirachta indica leaf extract

Ayurvedic name - Neem/Nimb

Traditional & Literature-Reported Benefits:

- Potent anti-fungal properties provide protection against common skin infections
- Antioxidant effect prevents oxidative stress
- Anti-microbial benefits helps reduce acne outbreak
- Anti-inflammatory properties help in fading of acne spots and scars
- Significant anti-aging, micro scar correcting and anti-acne properties



Multani Clay

INCI name - Fuller's Earth

Ayurvedic name - Mrityika

Traditional & Literature-Reported Benefits:

- Very beneficial for irritation prone skin, as soothing action helps calm the skin, reduce inflammation and micro scarring
- Thanks to oil absorbing properties, it's helpful against acne, opening up clogged pores and absorbing excess sebum, which in turn makes skin smoother and firmer
- Exfoliating properties help remove dead skin cells and make skin radiant
- Helps reduce blackheads, whiteheads and lighten blemishes
- Traditionally used to minimize freckles, soothe sun burns and improve blood circulation in skin

Green Gram/Mung Bean

INCI name - *Vigna radiata* seed extract

Ayurvedic name - Moong dal



Traditional & Literature-Reported Benefits:

- Phyto-actives (phyto-proteins, peptides, polysaccharides, and polyphenols) help achieve smooth, hydrated, nourished, younger-looking skin
- Phyto-proteins lower depth of wrinkles while smoothing out rough, dry skin caused by UV damage
- Peptides help stimulate the skin to produce more collagen resulting in firmer, younger-looking skin, being also critical in skin repair and skin renewal processes
- Polysaccharides hydrate and retain water within skin layers
- Polyphenols help reverse signs of aging – sun spots, fine lines, and wrinkles

Indian pennywort/ Asiatic pennywort

INCI name - *Centella asiatica* extract

Ayurvedic name - Brahmi/Gotu kola



Traditional & Literature-Reported Benefits:

- Helps fight against oxidative damage to skin
- Effective in healing of wounds and burns – improving the tensile strength of newly formed skin as well as inhibiting the inflammatory phase of hypertrophic scars
- Improves skin moisture by increase of skin surface hydration state and decrease in trans-epidermal water loss (TEWL)
- Anti-aging, wrinkle correction and skin texture improving properties

Licorice

INCI name - Glycyrrhiza glabra root extract
Ayurvedic name - Yashti madhu



Traditional & Literature-Reported Benefits:

- Wrinkle correction and anti-aging effect thanks to elastase enzyme inhibition
- Antioxidant properties and tyrosinase enzyme inhibition impart improvement of complexion, providing an even skin tone, and reduction of dark spots
- Anti-inflammatory properties help prevention against micro scarring
- Anti-microbial properties help fight against acne
- Soothing properties to help dermatitis

Indian Winter Cherry

INCI name - Withania somnifera root extract
Ayurvedic name - Ashwagandha



Traditional & Literature-Reported Benefits:

- Potent antioxidant properties help repair oxidative stress induced damage reducing aging signs like wrinkles, fine lines, blemishes and dark spots
- Imparts a relaxing, soothing and revitalizing effect on body, lowering cortisol level
- Boosts collagen formation enhancing skin-repair and cell-regeneration processes
- Stimulates production of hyaluronan which helps keep skin hydrated and supple

Functions & Benefits

- Helps prevent damage from free radicals
- Reduces oxidative stress
- Provides SPF & UVA-protection boosting properties
- Helps keep skin hydrated
- Helps against acne outbreak
- Helps improve skin texture and provide anti-aging benefits



Dermatologist
approved



Clinically
tested



Zero waste



Cold
processable



100%
natural



Vegan



Easy to
manufacture with

Typical Properties

INCI names	Azadirachta indica leaf extract, Fuller's Earth, Vigna radiata seed extract, Centella asiatica extract, Glycyrrhiza glabra root extract, Withania somnifera root extract
Appearance	Yellowish brown, fine powder
Solubility	90% minimum
pH of 1.0% solution	6.0 - 8.0
Applications	Masks & body treatments, waterless, and any formulations with UV filters'
Usage level	KayaKlay : 1.0 - 2.0% , KayaKlay MD : $\geq 1.0\%$.
Storage	Store in tightly sealed containers at room temperatures. Avoid exposure to excessive humidity & heat

SPF Boosting

KayaKlay MD was added to a simple cream emulsion formulation containing organic UV filters. It was tested for SPF and compared with the same formulation without KayaKlay MD.

	Formulation without KayaKlay MD	Formulation with 10% KayaKlay MD
SPF (UVB protection)	15.5	24.2
UVA protection	6	16.5

Tested in-vitro by independent laboratory, in accordance with ISO 24443:2012

Clinical Study Findings

Graph showing skin moisturization (Left cheekbone) results at T0 to Day 60.

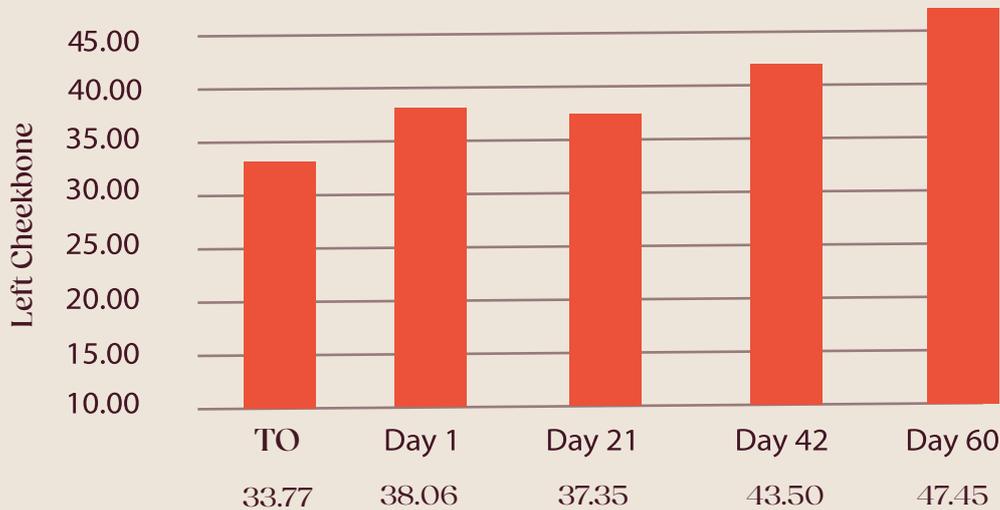


Table showing mean Skin Moisturization (Left cheekbone) data at T0 to Day 60.

Test Site	T0	Day 1	Day 21	Day 42	Day 60	% Improvement
Lt Cheekbone	33.77	38.06	37.35	43.50	47.45	40.50

Results were observed in 60 days from application of KayaKlay 1% cream twice daily on left side of the face in terms of skin moisturization and skin smoothness.

Instrument used Corneometer.

Skin Smoothness

Visual results for skin smoothness.

Day 0



Day 60



Table showing mean Skin Smoothness data at T0 to Day 60.

Skin Smoothness	TO	Day 1	Day 21	Day 42	Day 60	% Improvement
	2.64	2.57	3.14	3.57	3.86	45.95

Further Clinical Study Findings

Skin Elasticity

- By Day 60, 28.11% improvement on Left Crow's feet area has been seen in terms of skin elasticity
- By Day 60, 42.82% improvement on Left Cheekbone area has been seen in terms of skin elasticity

Skin Brightening

By Day 60, 15.00% improvement on Left Cheekbone area has been seen in terms of skin melanin content

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

Dermatologist's Assessment

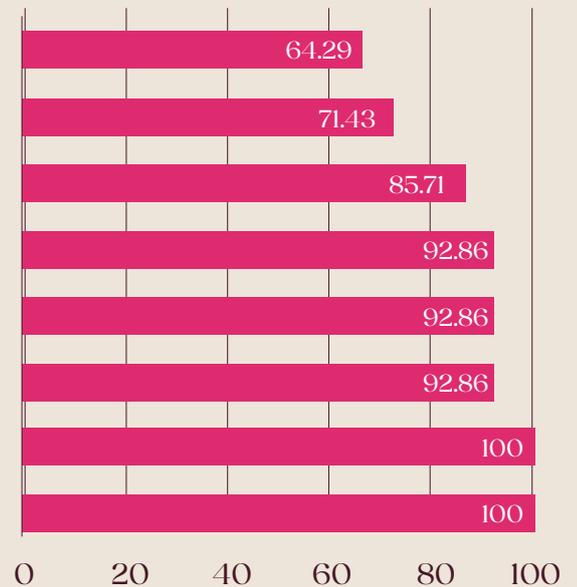
Degree of wrinkle, skin moisture, skin firmness, skin colour, and overall appearance of skin were visually evaluated by the dermatologist.

Parameters	TO	Day 1	Day 21	Day 42	Day 60	% Improvement
Degree of wrinkle	4.71	4.71	4.21	3.21	2.57	45.45
Skin moisture	2.93	3.07	3.29	3.79	3.93	34.15
Skin firmness	2.57	2.50	2.93	3.64	4.07	58.33
Skin colour	3.00	3.00	3.43	3.43	3.57	19.05
Overall appearance	2.71	2.71	3.43	3.93	3.93	44.74

An overall improvement in parameters such as degree of wrinkles (45.45%), skin moisture (34.15%), skin firmness (58.33%), skin colour (19.05%) and overall appearance of skin (44.74%) was observed from the baseline through Day 60.

Subject Feedback

- Has your skin tone become more even?
- Has your skin brightened/lightened?
- Has your overall appearance of dull, rough skin improved?
- Has your skin texture improved?
- Has appearance of fine lines & wrinkles reduced?
- Does your skin feel smoother?
- Does your skin feel softer and supple?
- Does your skin feel hydrated and moisturized?



Summary

- 64.29% subjects agreed that their skin tone had become even
- 71.43% subjects agreed that their skin had become lighter
- 85.71% subjects agreed that their appearance of dull & rough skin had improved
- 92.86% subjects agreed that their appearance of fine lines & wrinkles had reduced, their skin texture had improved & their skin had become smoother
- 100% subjects agreed that their skin had become softer & supple and that their skin appeared hydrated & moisturized

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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

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

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