



TANTTU

HAIR WELLNESS GUIDE

INSPIRED BY AYURVEDA • INFORMED BY SCIENCE • CRAFTED FOR YOU



AYURVEDIC
WISDOM



SCIENCE
BACKED



NATURAL
INGREDIENTS



MADE
WITH CARE



DISCLAIMER

Important Information

This guide is intended for educational and informational purposes only and is not designed to diagnose, treat, cure, or prevent any disease or medical condition. The content within does not constitute medical advice and should not be treated as such.

Hair loss and scalp concerns may result from hormonal, nutritional, genetic, or underlying medical causes. Individuals experiencing persistent, sudden, or severe hair loss are strongly encouraged to consult a qualified dermatologist or healthcare professional before making changes to their hair care routine.

The information in this guide reflects current understanding of hair biology, scalp health, and the use of traditional Ayurvedic ingredients in hair care. It is not a substitute for personalised professional medical advice, diagnosis, or treatment.

Individual results vary. Statements regarding traditional uses of ingredients reflect historical and cultural practice. Where scientific references are cited, they are provided for informational purposes and do not represent clinical endorsement.



Tanttu products are cosmetic formulations intended to support scalp and hair wellness. They are not medicinal products and make no claim to treat or cure any condition.

Featured in This Guide

Carefully crafted formulations inspired by Ayurveda and backed by science to support your scalp and hair wellness naturally.



Revivre™

A nutrient-rich hair revitalizer oil infused with Bhringraj and Brahmi. It nourishes the scalp, strengthens roots and helps reduce hair fall while promoting healthier, fuller-looking hair.

Daily Drops®

A lightweight daily maintenance oil that helps keep your scalp balanced and your hair nourished, soft and naturally radiant every day.

Medical Advice

If you experience sudden, severe or persistent hair loss, consult a qualified dermatologist or healthcare professional.





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Your hair
wellness journey
begins here—
rooted in
tradition and
guided by
science.





WELCOME TO

TANTTU

ROOTED IN TRADITION. GUIDED BY SCIENCE. MADE FOR YOU.

“

Your hair wellness journey
begins here—
rooted in tradition,
guided by science.



At Tanttú, we believe that healthy hair begins with a healthy scalp,
nourished by nature and supported by science.

This guide is our way of sharing knowledge, time-tested wisdom and
practical care—so you can make confident choices for your hair, every day.

OUR COMMITMENT

We are committed to creating safe, effective and
honest formulations that celebrate the power of
Ayurveda and the promise of modern science.

Understanding Hair Health

The Foundations of Healthy Hair

Hair is more than an aesthetic feature — it reflects your body's internal health. Each strand relies on nutrition, hormones, balance, and overall well-being. A proper understanding is the first step to stronger, resilient hair.

Anatomy of Hair and the Scalp

The average human scalp has ~100,000 hair follicles, each connected to a rich blood supply, sebaceous glands, and sensory nerves ensuring healthy growth.

Structure	Function
Hair Follicle	Produces and anchors each strand
Sebaceous Gland	Secretes natural oils (sebum)
Dermal Papilla	Delivers nutrients to the hair root
Hair Shaft	The visible part of hair (above scalp)
Nerve Endings	Provide touch and care cues

Understanding the Hair Growth Cycle

Every strand passes through a continuous cycle of growth, transition, rest, and shedding.

- **Anagen (Growth):** 2 to 7 years – 85–90% of hair is in this phase. Active growth phase.
- **Catagen (Transition):** 2 to 3 weeks – growth slows and the follicle shrinks.
- **Telogen (Rest):** about 3 months – hair is in resting phase.
- **Exogen (Shedding):** old hair sheds as new hair begins to grow.

Losing 50–100 hairs per day is a normal part of the hair cycle. Excess or sudden hair fall may require expert consultation.

BUILDING BLOCKS OF HAIR HEALTH



Nourishment

Essential nutrients for root strength



Scalp Care

Balanced, clean scalp for healthy growth



Protection

Shield hair from damage and stressors



Consistency

Regular care brings lasting results



Holistic Well-being

Mind, body & lifestyle in perfect balance

The Causes of Hair Fall and Hair Thinning

Common Causes of Hair Loss

Hair fall can result from a wide range of factors. Identifying the root cause is the key to effective solutions.

- **Nutritional Deficiencies:** Iron, zinc, biotin, Vitamin D.
- **Hormonal Imbalances:** Thyroid issues, PCOS, menopause.
- **Chronic Stress:** Leads to elevated cortisol levels.
- **Scalp Conditions:** Dandruff, seborrheic dermatitis.
- **Over-styling:** Heat, colour, and chemical treatments.
- **Genetic Predisposition:** Hereditary patterns.

Hormonal and Genetic Factors

Androgenetic alopecia — hereditary hair thinning — is influenced by sensitivity to androgens and is often progressive. Hormonal changes during pregnancy, post-partum recovery, or menopause can also trigger diffuse hair thinning. Early awareness helps in better management.

Environmental Influences

Urban pollution, UV exposure, hard water, and humidity fluctuations can all affect the scalp and hair health. Pollutants damage the hair cuticle, reduce scalp circulation, and make hair weak and prone to breakage.

Stress and Lifestyle Factors

Prolonged stress — mental, emotional, or physical — can trigger telogen effluvium, a condition where hair enters the resting phase prematurely, increasing overall hair fall. Poor sleep, irregular meals, smoking, and lack of physical activity further compound these effects.

Prevention Starts Here

Eat a balanced diet, manage stress, maintain a clean scalp, and follow healthy lifestyle habits for stronger, healthier hair.

Why Scalp Health Matters

A healthy scalp is the foundation of strong hair. It nourishes hair roots, supports growth, and helps prevent breakage and thinning.

Healthy Scalp Habits

Balance scalp pH: Maintain a slightly acidic pH (4.5–5.5) to protect the scalp from irritation.

Manage oil: Keep scalp moisturised and follicles well-lubricated.

Support the microbiome: Good bacteria balance helps prevent dandruff and itching.

Avoid harsh habits: Limit tight hairstyles and excessive heat.

Cleanse gently: Remove buildup of sweat, oil, pollution and product residue.



SIGNS OF AN UNHEALTHY SCALP



Itching or irritation



Dandruff or flakiness



Redness or inflammation



Excessive oiliness or dryness



Weak, thinning hair

Common Hair Concerns

Every head of hair is unique, and so are its challenges. Understanding your concern is the first step towards choosing the right care and restoring balance.

Excessive Hair Fall	Hair shedding beyond the normal 50–100 strands per day. May be due to stress, nutritional deficiencies, hormonal imbalance, scalp issues, or genetics.
Hair Thinning and Reduced Density	Gradual reduction in density, especially at the crown or parting. Caused by aging, hormonal changes, stress, or improper hair care.
Weak and Fragile Hair	Hair that lacks strength, is easily breakable, or prone to damage. Often caused by chemical treatments, heat exposure, poor nutrition, or stress.
Dry and Dandruff-prone Scalp	Occurs when the scalp lacks moisture. Dandruff occurs due to flaking, itchiness, or irritation.
Oiliness and Lack of Shine	An overly oily scalp produces excess sebum, making hair greasy and dull. Buildup of pollutants and product residue can also contribute.
Scalp Imbalances	Dandruff, excess oiliness, dryness, itchiness, or inflammation can create an unhealthy scalp environment.

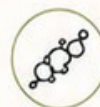
What can trigger these concerns?



Stress and anxiety



Poor nutrition



Hormonal changes



Harsh chemical treatments



Excessive heat styling



Pollution and environmental damage



Irregular sleep and unhealthy lifestyle



Improper hair care practices

The Science Behind Hair Renewal

Understanding Hair Renewal

Hair regeneration is governed by the biology of the hair follicle. Each follicle contains stem cells that can divide and differentiate, generating new strands. Supporting the anagen (growth) phase and prolonging it is essential for visibly thicker, healthier hair.

Supporting the Natural Hair Growth Process

Future hair therapies target signals at the root of follicle health: growth factors, optimal conditions for the scalp, improved nutrient supply, balancing sebum production, and reducing inflammation. A healthy scalp environment is the foundation for natural hair renewal.

The most sustainable hair care is **preventive**: supporting the conditions for healthy hair before problems arise, rather than reacting to them later.



Strengthening Hair Follicles

Well-nourished, active follicles are resilient, and minimizing damage helps create an environment that supports healthy hair growth. Key nutrients like iron, zinc, biotin, protein, and essential fatty acids are crucial for follicular function.

Emerging Technologies in Hair Care

Modern science continues to uncover how peptides, plant bioactives, and scalp microbiome research play a key role in supporting scalp health and promoting hair renewal.

- **Bioactive peptides:** Stimulate cell activity and support hair growth at the follicle.
- **Scalp microbiome research:** Understanding the microbial ecosystem to support a balanced scalp.
- **Micro-encapsulation technologies:** Allowing active ingredients to be delivered gradually and more precisely.
- **Plant-derived bioactive compounds:** Traditional ingredients such as Bhringraj, Amla, and Brahmi—researched and validated through contemporary scientific lens.

Important Note

These advancements do not replace the fundamentals of hair care—a consistent hair growth. Durable, visible change is achieved through time, consistency, and the right foundation.

Key Ingredients for Healthier Hair

Essential Nutrients for Hair Wellness

The hair follicle is one of the most metabolically active structures in the body, requiring a consistent supply of nutrients to sustain its growth cycle.

Nutrient	Role in Hair Health
Iron	Carries oxygen in the blood, which nourishes the hair follicles
Zinc	Supports hair repair, growth, and oil balance
Biotin (B7)	Essential for keratin production; promotes healthy hair growth
Vitamin D	Plays a role in follicle cycling; low levels linked to hair loss
Omega-3	Supports scalp hydration and anti-inflammatory balance
Vitamin E	Antioxidant protection for the scalp and follicles

Plant-Based and Ayurvedic Ingredients

Bhringraj	Known as the "King of Hair" in Ayurveda. Traditionally valued to nourish the scalp, reduce hair thinning by healthy-looking hair. Preliminary studies have explored its potential role in hair growth, though more human research is needed.
Amla	Rich in Vitamin C and antioxidants. Helps strengthen hair follicles, reduces breakage, and supports overall hair health.
Brahmi	Supports blood circulation in the scalp. Traditionally used for its calming and conditioning properties; is beneficial for stress reduction.
Neem	Known for its purifying, scalp-calming, and antimicrobial properties. Helps maintain a balanced scalp environment.
Hibiscus	Rich in amino acids and natural mucilage. Helps condition hair, reduce dryness, and promote shine.
Saw Palmetto	Used traditionally to support hair density and manage hair thinning.
Curcumin	Contains anti-inflammatory and antioxidant properties. Supports scalp comfort and overall hair wellness.

Creating an Effective Hair Care Routine

Daily Hair Care Essentials

A consistent daily routine is the foundation of long-term hair health. Simple, nourishing habits repeated over time yield better results than occasional intensive treatments.



Be gentle: Handle your hair with care, especially when it is wet.



Hydrate: Drink plenty of water and use hydrating products.



Nourish: Eat a balanced diet rich in proteins, vitamins, and minerals.



Massage: Stimulate the scalp daily to boost circulation.



Protect: Shield your hair from sun, pollution, and harsh chemicals.



Rest well: Good sleep supports hormonal balance and hair repair.

Cleansing and Nourishing the Scalp

Cleansing removes dirt, excess oil, and product buildup that can clog follicles and weaken roots. Nourishing the scalp ensures it receives the nutrients it needs from roots upward, resulting in stronger, healthier hair.

Shampooing

Apply shampoo to the scalp and massage gently with fingertips. Allow it to work for 2–3 minutes before rinsing. Choose sulphate-free, pH-balanced formulas.

Building Consistent Habits

Consistency matters more than complexity. A simple three-step routine — scalp care, cleanse, and hydrate — done regularly yields better results than elaborate routines done occasionally.

Weekly Hair Maintenance

Use a weekly hair mask or oil treatment to restore moisture, repair damage, and strengthen your hair. Plan a “self-care day” once a week to focus on your hair wellness.

Nutrition and Lifestyle for Hair Wellness

Foods That Support Healthy Hair

Hair is made primarily of keratin, a protein — and like all proteins in the body, it requires adequate dietary nutrients for its synthesis. Beyond protein, the hair grows best with a broad spectrum of micronutrients.

Food	Key Benefit
Leafy Greens	Rich in iron, folate and antioxidants
Eggs & Milk Products	High-quality protein and B vitamins
Fish	Rich in protein and omega-3s
Nuts & Seeds	Omega-3 fatty acids and zinc
Berries & Citrus	High in vitamin C; promotes collagen for stronger hair
Avocado	Rich in healthy fats and vitamin E
Whole Grains	Provides energy and B vitamins
Sweet Potatoes	Excellent source of vitamin A
Water	Hydrates the body and scalp
Beans & Lentils	Protein, iron, and plant-based nutrients

Hydration and Lifestyle

Adequate hydration supports the scalp's moisture balance from within. Combined with physical activity, stress management, and quality sleep, a balanced lifestyle allows the body to repair and regenerate. Managing stress through meditation, breathing, and mindful breaks supports a better growth environment and overall well-being.

Hydration Tips

- Drink 2–3 litres of water daily
- Include hydrating foods like cucumber, watermelon, and oranges
- Limit excess caffeine and sugary drinks

Lifestyle Tips

- Exercise regularly to improve blood circulation
- Manage stress through yoga, meditation, or journaling
- Sleep 7–8 hours every night
- Avoid smoking and limit alcohol

Remember

Healthy hair begins with the right fuel for your body and a lifestyle that nourishes your mind and scalp.

Hair Care for Every Hair Type

Every hair type has unique needs. Understanding your hair's texture, porosity, and scalp condition helps you choose the right care for stronger, healthier hair.

Straight Hair

Tends to show oil build-up and lacks volume quickly. Keep it light and balanced with gentle cleansing and regular scalp care.

🌿 **Care tips:** Use lightweight products, avoid heavy creams and oils, and focus on scalp health.

Wavy Hair

Benefits from hydration and defining products to maintain pattern and frizz control. Too much product can weigh hair down.

🌿 **Care tips:** Use hydrating shampoos, light conditioners, and leave-in creams. Scrunch gently and air-dry when possible.

Curly Hair

Naturally drier and prone to frizz. Deep conditioning and moisture-rich products help maintain elasticity and prevent breakage.

🌿 **Care tips:** Use sulfate-free cleansers, deep condition weekly, and apply leave-in and curl creams for definition.

Chemically Treated Hair

Requires additional protein, moisture, and gentle care. Avoid harsh chemicals and provide deep nourishment to restore strength.

🌿 **Care tips:** Use bond-building products, minimize heat styling, and do regular deep conditioning treatments.

Regardless of hair type, the key is consistency, gentle care, and protection from unnecessary stress — mechanical, chemical, and environmental.

Specialised Hair Care Solutions

Hair Care for Men

Men's scalps tend to be oilier and are frequently exposed to environmental factors without protective styling. Regular scalp cleansing, a weekly oil massage, and attention to early signs of thinning at the crown and hairline are key.

Hair Care for Women

Women face a unique range of hair concerns across life stages — from hormonal fluctuations during the menstrual cycle and pregnancy to the hair changes that accompany perimenopause and beyond.

Age-Related Hair Changes

As we age, follicles gradually produce finer, slower-growing strands and the scalp may produce less sebum. Increasing the frequency of scalp oil massage, incorporating protein-rich treatments, and maintaining consistent nutrition are the most effective responses.

Seasonal Hair Care

Season	Key Focus
 Summer	UV protection, lightweight hydration, frequent gentle cleansing
 Monsoon	Scalp hygiene, anti-fungal care, managing humidity-driven frizz
 Post-Monsoon	Deep nourishment, repairing seasonal dryness and breakage
 Winter	Scalp moisturisation, oil massage, protecting ends from static

Personalised Care, Lasting Results

Your scalp and hair change with time, environment, and lifestyle. A personalised, consistent approach helps you achieve strong, healthy, beautiful hair — every day.

Hair Myths and Facts

Separating myth from fact helps you make better choices for your scalp and hair.

MYTH: Cutting hair causes it to grow faster.	FACT: Hair growth occurs at the follicle beneath the scalp, not at the ends. Trimming does not influence or speed up the growth rate.
MYTH: Oiling hair overnight is always best.	FACT: Oil can help nourish the scalp, but leaving it on too long without cleansing may clog pores and cause buildup. Moderation is key.
MYTH: Washing hair daily causes hair fall.	FACT: Gentle daily cleansing is appropriate for some scalp types. Hair fall is more often linked to scalp health, nutrition, and stress.
MYTH: High heat shortens or permanently damages hair.	FACT: Occasional heat styling can cause temporary damage. Gentle, protective heat use is the key.
MYTH: All hair types need the same care.	FACT: Hair texture, porosity, and scalp condition differ. Following a routine suited to your hair type and scalp needs ensures better results.
MYTH: Natural ingredients are always safe for all types.	FACT: Natural does not mean universally suitable. Some botanicals can still irritate or cause scalp issues. Patch testing is always advisable.

Remember

Healthy hair is built on knowledge, consistency, and care. Trust facts, follow what works for you, and be patient with your hair wellness journey.

Preventive Hair Care and Maintenance

Protecting Hair from Everyday Damage

Daily habits and environmental factors can weaken hair over time. Prevention is the key to lasting strength and shine.

- **Use heat protectant:** Apply before styling with tools above 150°C.
- **Style smart:** Use the lowest effective heat setting to reduce stress.
- **Handle with care:** Avoid pulling hair too tight; gentle styling prevents breakage.
- **Rinse right:** Use lukewarm or cool water to seal the cuticle.
- **Choose gentle:** Sleep on a soft silk or satin pillowcase to reduce friction.
- **Cover up:** Wear a hat or scarf for protection from sun, wind, and dust.

Heat Styling and Chemical Exposure

Style with care. Limit thermal tools to what's necessary and never skip protective products. For chemical treatments, choose professional-grade products, follow instructions, and opt for regular conditioning and protein treatments.

Long-Term Hair Wellness Strategies

True hair wellness is preventive. Build a simple, nourishing routine and stick to it. Focus on prevention, be patient, and make smart lifestyle choices — including the products you use.

Prevention Today, Stronger Hair Tomorrow

Consistent care and mindful habits now will help you enjoy stronger, healthier hair for years to come.

The Tanttú Philosophy

Inspired by Nature and Innovation

Tanttú blends the wisdom of traditional heritage with modern science to create effective, gentle, and responsible hair care for everyone. Our formulas use safe, high-quality ingredients that respect you and the planet.

At Tanttú, we build habits, trust, and solutions that nourish your roots, renew your scalp, and support a lifetime of healthy hair.

Commitment to Quality and Safety

Our products are free from unnecessary additives. We test, refine, and listen to ensure every product is safe, effective, and trustworthy.

The Tanttú Standard

Every product is crafted with thoughtful, science-led ingredients to honour the skin, the scalp, and the planet.

Empowering Confidence Through Healthy Hair

Hair care is self-care. We empower individuals to embrace their natural beauty with confidence. You are at the centre of everything we do, and we are here to walk this journey with you.



NATURE FIRST

Inspired by nature's purity and power.



SCIENCE BACKED

Combining traditional knowledge with modern science.



SAFE & GENTLE

Every formula is safe, effective, and kind to you.



PLANET FRIENDLY

We care for the earth as much as we care for your hair.



YOU FIRST

Your well-being and confidence are our highest priority.

Rooted in Care. Driven by Purpose.

We are more than a hair care brand — we care for your hair, your well-being, and the world we all share.

Everyday Tips for Stronger, Healthier Hair

Small, consistent habits make a big difference.

Follow these simple tips to support your hair every day, week, and month.

Morning

Apply a lightweight serum or oil to dry ends before styling to seal moisture and reduce static.

Evening

Loosely braid or tie hair before sleep to minimise overnight tangling and friction.

Wash Day

Massage the scalp for 5–10 minutes before shampooing to support circulation and oil distribution.

Weekly

Perform the champi ritual: Revive Oil on the scalp, Daily Drops on the length, 1–2 hours before washing.

Monthly

Assess your hair's needs — protein, moisture, or scalp balance — and adapt your routine accordingly.

Travel

Carry Tanttu Daily Drops for mid-travel nourishment and a silk scarf for overnight protection.

**Consistency is Care.
Care is Confidence.**

Your daily rituals today create the strength, health and beauty of your hair tomorrow.

Stories from the Tantt Community

The following experiences are shared by members of the Tantt community.
Individual results vary and these experiences are personal.



“

“Amazing Hair Oil!” My hair was weak, brittle, and snapping constantly. This oil didn’t just stop the breakage; it completely repaired the environment of my scalp. I have a crown of new baby hairs, and my existing hair looks twice as thick.

Susan Joshi

Teacher



“

“Highly recommended!” I used to hide my scalp with strategic styling. A month into using this oil, the patchy areas are covered in fresh, healthy growth. It doesn’t just stop hair from falling; it actively forces new hair to grow.

Dr. Ashok Kumar Singh

Medical Practitioner



Individual results vary. These experiences are personal and reflect the real journeys of our community.



The Future of Hair Wellness



Science-backed innovations: Developing products with advanced research and proven results.



Bioactive botanicals: Traditional plant ingredients blended with modern science for deeper, targeted benefits.



Personalised care: Solutions tailored to unique scalp and hair needs for effective, long-term care.



Sustainability: Responsible choices that reduce environmental impact and support a greener tomorrow.

“

The future of hair wellness is rooted in tradition, elevated by science, and guided by purpose. Together, as a community, we can create stronger, healthier hair — and a healthier planet. That is the **TANTTU** commitment, today and into the future.

”

When to See a Dermatologist

While good hair care and a healthy lifestyle can resolve many concerns, certain symptoms may indicate an underlying condition that requires professional evaluation. If you experience any of the following, it's best to consult a qualified dermatologist for diagnosis and personalised treatment.

Sudden or rapid hair loss	An abrupt increase in hair shedding or bald patches may indicate an underlying medical condition.
Itchy, flaky scalp or dandruff	Persistent itching, redness, or scaling could be a sign of dandruff, seborrheic dermatitis, or psoriasis.
Persistent scalp itching	If itching or irritation persists despite normal care, it may be due to allergies, infections, or scalp disorders.
Hair loss after illness or stress	Illness, surgery, or significant stress can trigger hair loss. A dermatologist can help identify the cause and guide recovery.
Scalp sores, redness, or pain	Sores, swelling, or pain may indicate infection, folliculitis, or other scalp conditions that need medical attention.
Strange hair texture changes	Sudden changes in hair texture, thickness, or breakage may be linked to hormonal, nutritional, or medical factors.



Your Scalp Health Matters

Early diagnosis and the right treatment can make all the difference. Don't ignore persistent symptoms — professional care leads to healthier hair and peace of mind.

Inside Tantt Formulations

We carefully select high-performance, natural ingredients rooted in tradition and refined by science. Each component is chosen for its proven benefits to the scalp and hair, working in synergy to deliver powerful, effective, and long-lasting results.

Bhringraj <i>Eclipta alba</i>	Traditionally valued for scalp nutrition and hair strengthening. Known to help reduce hair fall and support the appearance of density and vitality.
Amla <i>Phyllanthus Emblica</i>	Rich in antioxidants and vitamin C, amla helps nourish hair from within, supports shine, and improves scalp environment for healthy growth.
Brahmi <i>Bacopa Monnieri</i>	Supports conditioning and scalp comfort. Valued in Ayurveda for its role in revitalising hair and reducing apparent frizz.
Neem <i>Azadirachta Indica</i>	Helps maintain scalp balance. Known for supporting scalp cleanliness and a healthy scalp environment.
Hibiscus <i>Hibiscus rosa-sinensis</i>	Used traditionally to improve hair softness and natural radiance.
Fenugreek <i>Trigonella foenum-graecum</i>	Contains proteins and amino acids that condition with moisture and help strengthen strands.
Tocopherols (Vitamin E)	A fat-soluble antioxidant that conditions the hair and helps protect against environmental stressors to keep hair healthy.

Every ingredient in Tantt is chosen with intention — to work in harmony with your scalp and hair, delivering visible results and long-term wellness.

References and Further Reading

The following resources provide scientific understanding and trusted insights into hair care, scalp health, nutrition and Ayurvedic wisdom.

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Recommended Reading and Resources

American Academy of Dermatology — aad.org

National Center for Complementary and Integrative Health — nccih.nih.gov

Journal of Cosmetic Dermatology — wileyonlinelibrary.com



CLOSING NOTE

Thank you for reading.

We hope this guide has inspired you to take charge of your hair and scalp wellness, and to build a routine that truly works for you—today, and for years to come.

Your hair is unique, just like you.

Treat it with care to support it.

You've got this! 

“

*Healthy hair begins with a healthy scalp,
nourished by nature, supported by science,
and cared for with consistency.*

”