



Product Training

By

Bharti Rana

Product Formulator & R&D Consultant

with 9+ Years of Experience

in Domestic & International Markets and Manufacturing
Industry

Today's Topic

Hair Treatment



Common Hair Issues in Males & Females



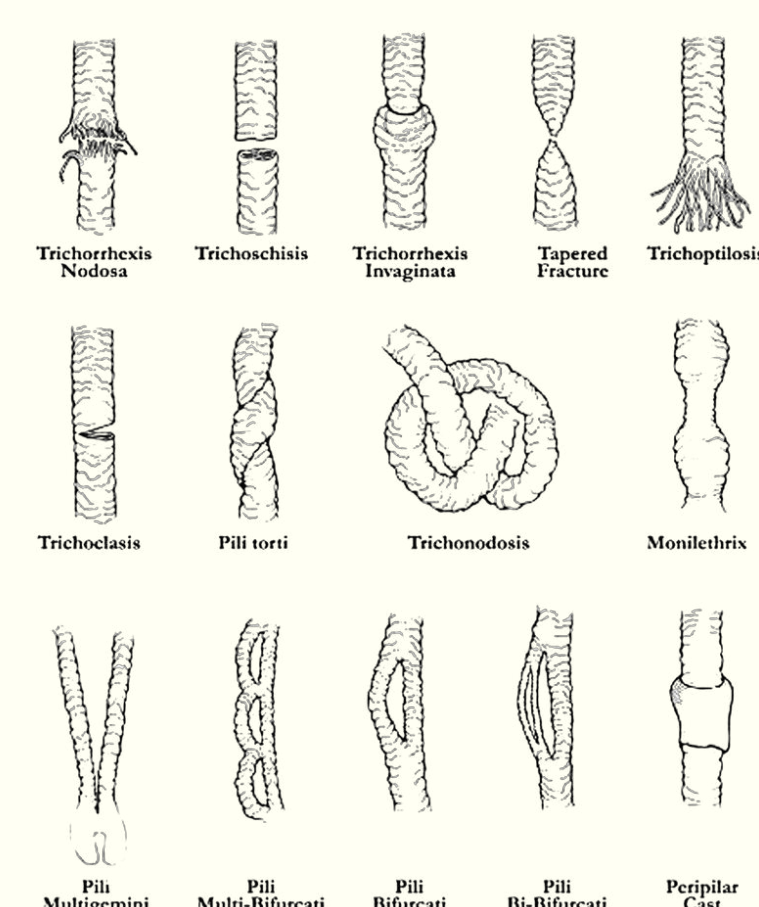
Hair Loss (Alopecia)



Greasy/Oily Hair



Premature Graying



Hair Shaft Disorders



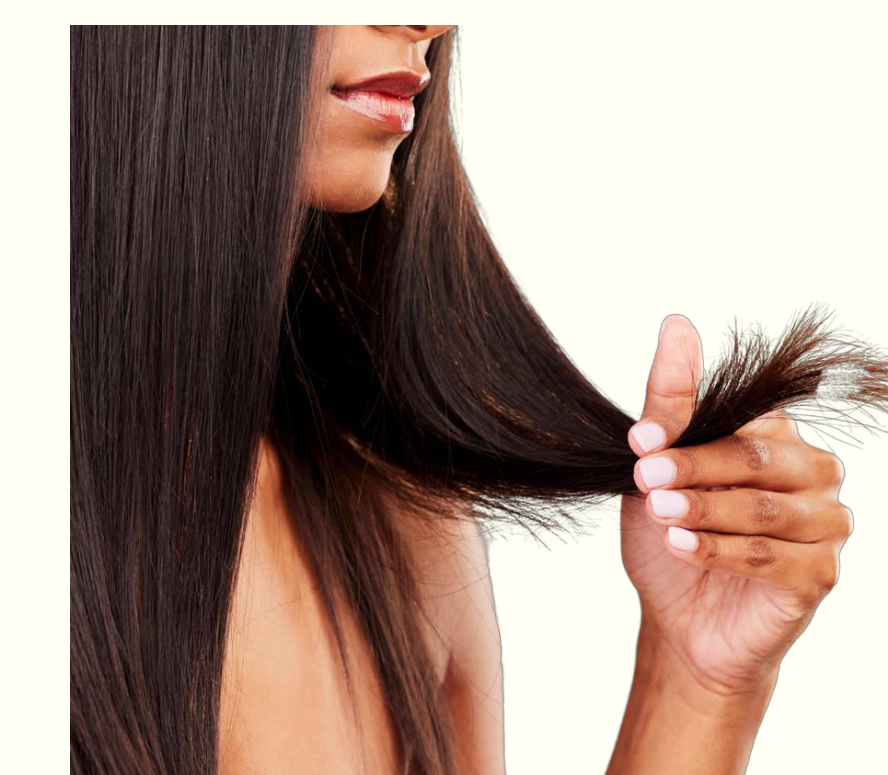
Dandruff (Seborrheic Dermatitis)



Scalp Infections



Dry or Itchy Scalp



Split Ends & Hair Breakage



Hair Thinning



Ingrown Hairs

Hair Issue	Main Reasons (Causes)
1. Hair Loss (Alopecia)	- Genetics (Androgenetic alopecia)- Hormonal changes (e.g. DHT, estrogen)- Stress (Telogen effluvium)- Nutritional deficiencies (Iron, protein, B12)- Thyroid disorders - Autoimmune diseases (e.g. alopecia areata)
2. Hair Thinning	- Aging - Hormonal imbalance (e.g. menopause, PCOS)- Excessive heat/chemical use - Poor scalp circulation or hygiene
3. Dandruff (Flaky Scalp)	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
4. Dry & Brittle Hair	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
5. Split Ends	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
6. Greasy/Oily Scalp	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
7. Premature Graying	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
8. Itchy Scalp	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
9. Frizzy Hair	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene
10. Hair Breakage	- Fungal infection (Malassezia)- Dry skin or eczema - Seborrheic dermatitis - Infrequent washing or poor scalp hygiene

Shared but Differently Manifested Causes



Cause	In Men	In Women
Genetics	Male pattern baldness (receding + crown)	Female pattern thinning (diffuse at crown)
Hormonal Imbalance	DHT sensitivity from testosterone	Estrogen, progesterone, thyroid, PCOS-related
Stress	Can lead to bald patches or thinning	Often leads to telogen effluvium (shedding)
Dietary Deficiencies	Protein, biotin, zinc deficiencies	Iron, B12, Vitamin D deficiencies more common

Bonus: Contributing Lifestyle Factors



Poor diet



Smoking



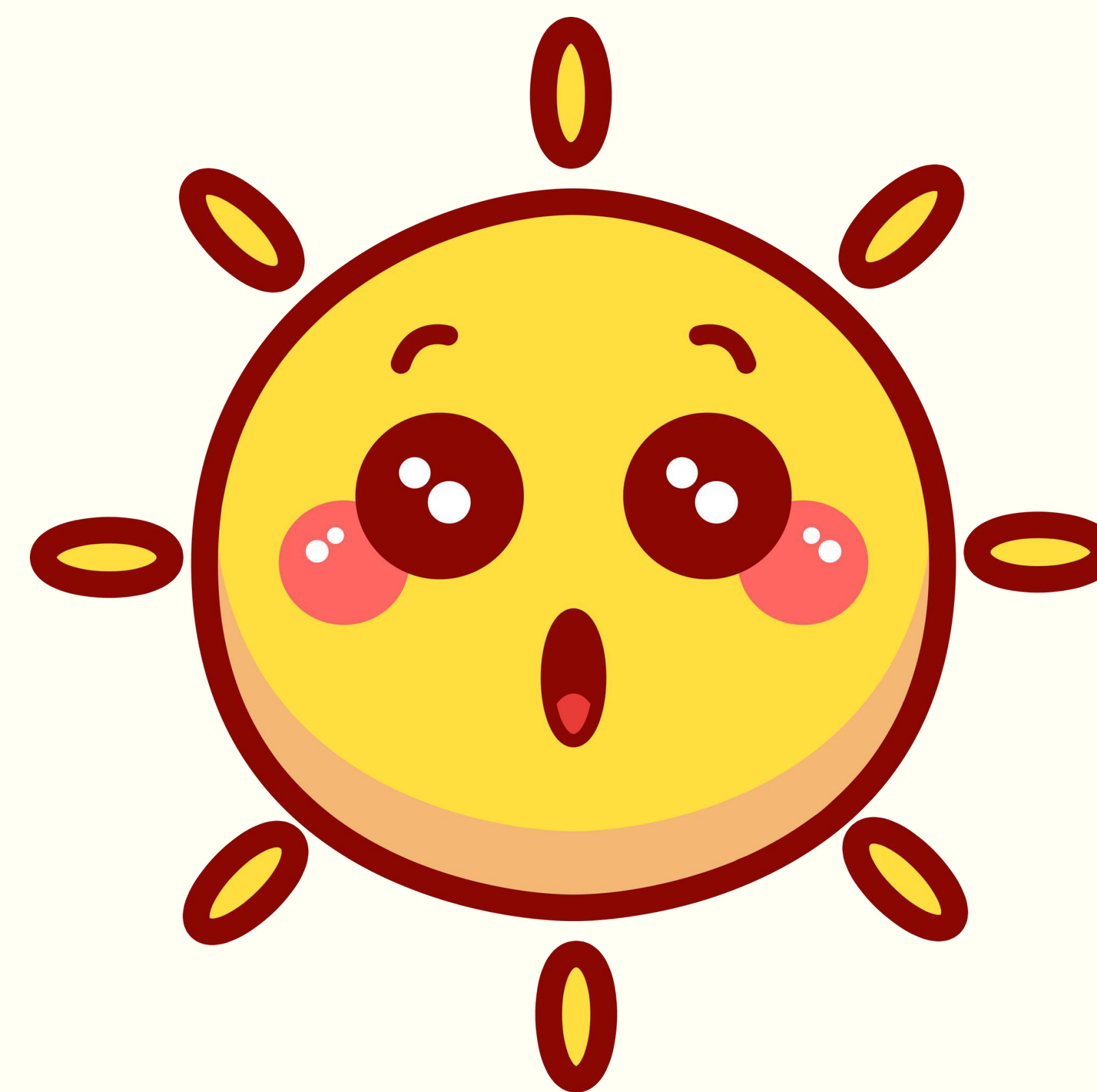
Alcohol



Lack of sleep



Pollution



Sun exposure



Wrong choice of hair products

Remedies :Beau & Belle Hair Care Kit

Step-1



**Athuliam Ayurveda
Hair Oil**

Step-2



**Beu & Belle
Shampoo**

Step-3



**Beu & Belle
Conditione**

Step-4



**Athuliam Ayurveda
Hair Serum**

Beau & Belle Hair Care Range – Major Key Ingredientse



Herbs & Natural Extracts:

- Bhringraj – strengthens roots, prevents premature greying
- Amla – rich in Vitamin C, boosts hair growth & shine
- Hibiscus – reduces hair fall, promotes thick hair
- Brahmi – nourishes scalp, reduces stress-related hair issues
- Fenugreek (Methi) – conditions, prevents dandruff & split ends
- Neem – fights dandruff, soothes itchy scalp
- Curry Leaf – prevents thinning & greying



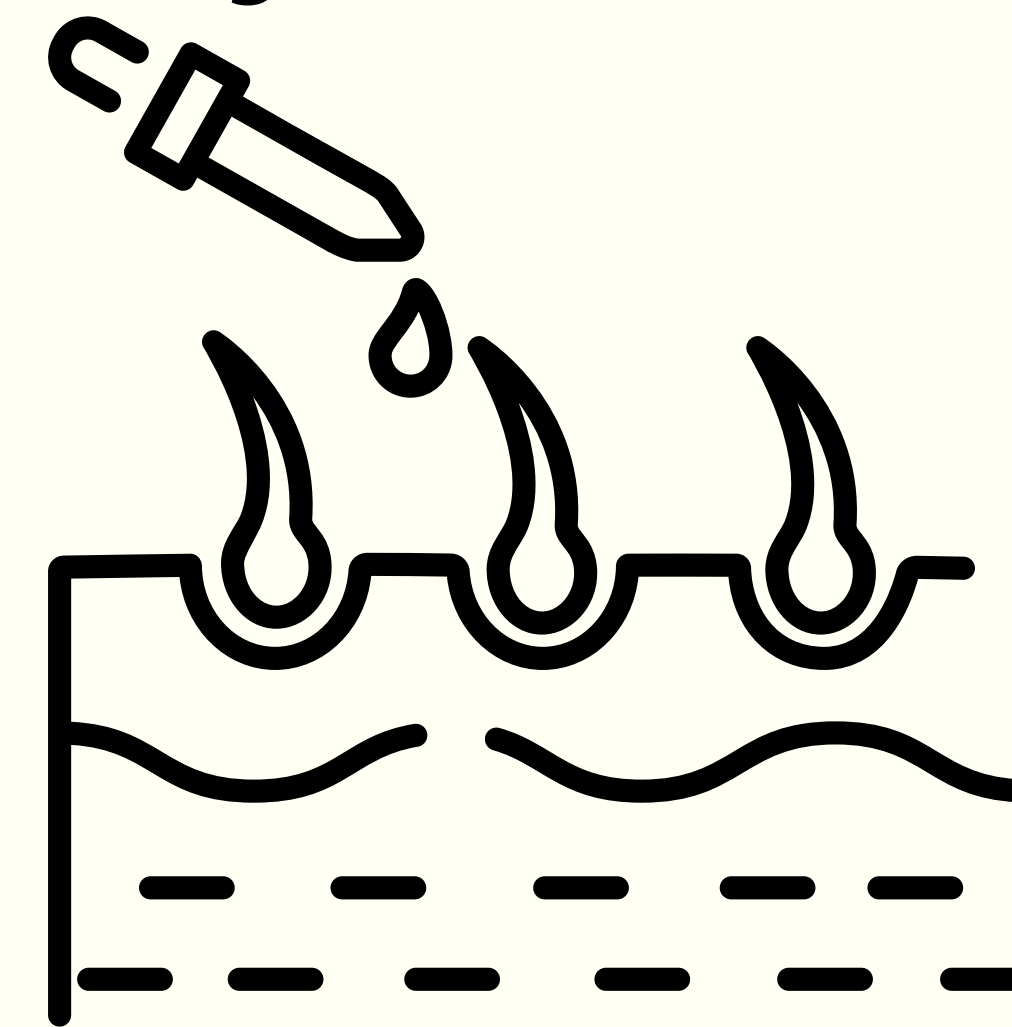
Natural Oils:

- Coconut Oil (Cold-Pressed) – deeply nourishes & moisturizes
- Sesame Oil – strengthens roots & improves scalp health
- Castor Oil – promotes thickness & growth
- Argan Oil – smoothens, adds shine, reduces frizz
- Jojoba Oil – balances scalp oil, prevents dryness



Hydrating & Conditioning Agents:

- Aloe Vera – hydrates, repairs, and soothes scalp
- Coconut Milk – deeply conditions & softens
- Shea Butter – locks in moisture, prevents dryness
- Vitamin E – antioxidant, protects from free radical damage



Together, these ingredients ensure: cleansing + nourishment + repair + growth + protection, while maintaining Tridosha balance (Vata, Pitta, Kapha) for holistic hair health.

Step-1

Hair Oil (Pre-wash nourishment)

- Warm a small amount (1–2 tsp for short hair, 1 tbs for long/thick hair) between your palms.
- Massage into the scalp using your fingertips in gentle circular motions for 5–10 minutes to stimulate circulation.
- Work the remaining oil through mid-lengths and ends.
- Leave on at least 1 hour (or overnight for best results). For quick care, 20–30 minutes helps too.



Step-2

Step 2 — Hair Shampoo (Cleanse)

- Wet hair with lukewarm water.
- Apply shampoo to the scalp (coin-sized amount), lather and massage for 2–3 minutes.
- Rinse thoroughly. Repeat once only if hair feels very oily or has heavy buildup.
- Rinse until water runs clear.



Step-3

Hair Conditioner (Nourish & seal)

- Squeeze out excess water. Apply conditioner to mid-lengths and ends (avoid roots).
- Leave for 2–3 minutes (or up to 5–10 minutes for deeper conditioning).
- Gently detangle with a wide-tooth comb while conditioner is in.
- Rinse with lukewarm to cool water to help seal the hair cuticle.



Step-4

Step 4 – Hair Serum (Finish & protect)

- Towel-dry gently until hair is damp (or use on dry hair to tame flyaways).
- Rub 2–3 drops of serum between palms (more for longer/thicker hair) and smooth through mid-lengths to ends.
- Do not apply to scalp/roots.
- Leave in – don't rinse. Use before heat styling or when stepping out to protect from pollution and frizz.



Benefits of following this routine

- **Strengthens hair from root to tip**
- **Nourishes scalp and promotes healthy growth**
- **Reduces hair fall and premature greying**
- **Removes dirt, oil, and buildup while maintaining natural moisture**
- **Hydrates, softens, and smoothenes hair texture**
- **Controls frizz and prevents split ends**
- **Enhances natural shine and silkiness**
- **Protects hair from heat, UV rays, and pollution**
- **Keeps hair manageable and tangle-free**
- **Supports Tridosha balance for overall hair wellness**



**Is That Enough
??????**

Will external care be enough?????

The answer is

NO

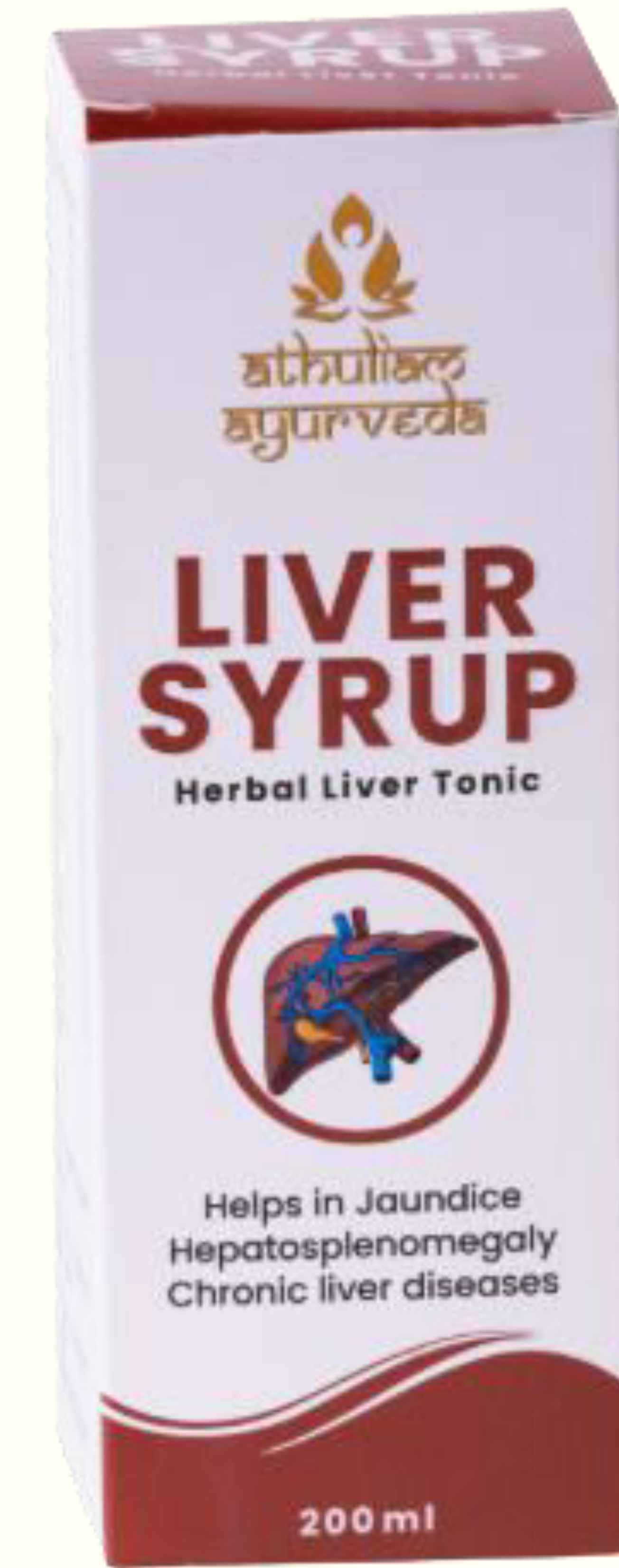
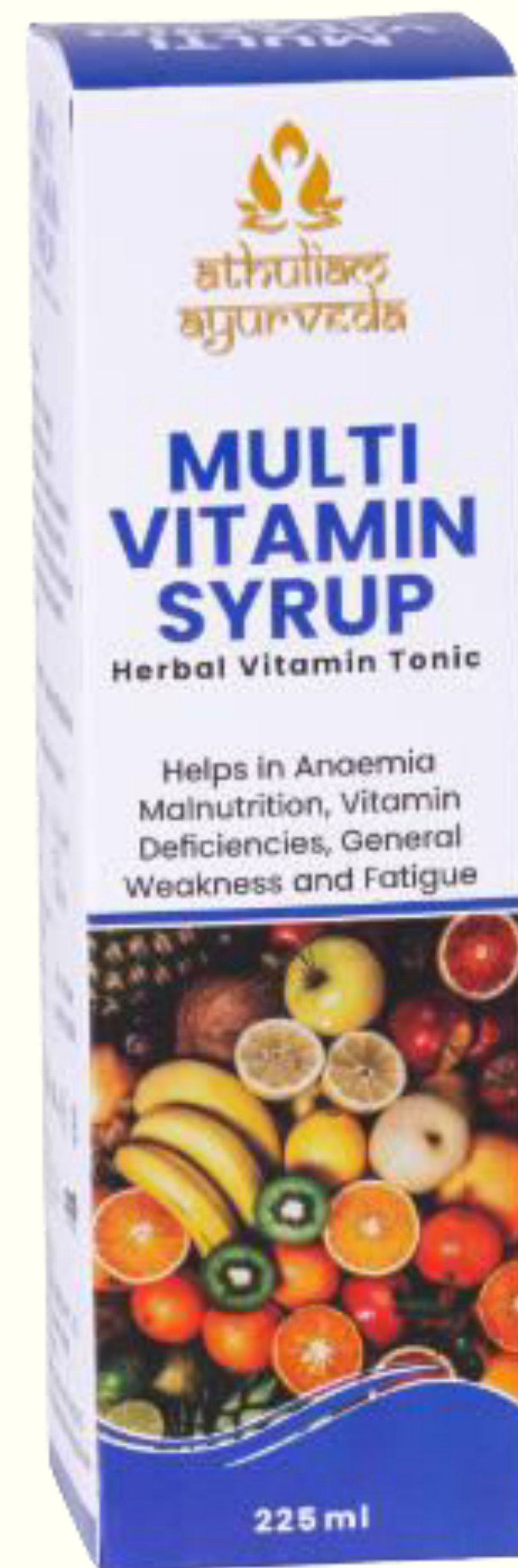
Reason

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External application will only provide outer protection, nourishment, and healing from the outside. However, hair problems are also caused by internal factors such as nutritional deficiencies, low immunity, hormonal imbalances, and metabolic issues.

So!!! What to do now ?

Suggest any of following products along with hair care kit to cure from inside depending upon symptoms or morning routine wise.



Thank You