Ashwagandha in Personal Care

Ashwagandha’s antioxidant, anti-inflammatory and hormone stabilizing properties may be able to contribute healthy attributes to hair and skin care products. Ayurvedic healers have also long advised the use of ashwagandha for inflammatory skin disorders, including acne.

**Ashwagandha’s Skin Health Benefits**
- **Antioxidants** fight signs of aging like wrinkles, fine lines and blemishes
- **Moisturizes the skin** by boosting collagen production
- **Fights inflammation and exerts antibacterial properties**, speeding healing of wounds
- **Internal use promotes cell regeneration and promotes balanced hormone levels**

**Ashwagandha’s Hair Care Benefits**
- **Strengthens hair**, making it less prone to breakage
- **Inhibits the loss of melanin** in the hair, preventing premature greying
- **Fights stress**, reducing hair loss by decreasing cortisol levels
- **Activates and stimulates hair follicles**

**Potential Applications**
Ashwagandha can be incorporated into various products including facial and body creams, massage oils, soaps, facial cleansers, shampoos and conditioners, and facial serums and peels.

**Examples of personal care products from around the world include:**

**Sandalwood & Orange Peel Facial Moisturizer**
Among other ingredients, Forest Essential’s Sandalwood & Orange Peel Facial Moisturizer contains shea butter, almond kernel oil, wheatgerm oil and orange peel oil. The authentic Ayurvedic formulation boasts antioxidant and moisturizing properties.

**Under Eye Cream**
Inveda’s Under Eye Cream for all skin types features ashwagandha and gotukola. It’s noted for moisturizing the delicate eye area, helping reduce the appearance of dark circles and fine lines, and brightening and smoothing the area around the eyes.

**Skin Rejuvenating Anti-Aging Supercritical Cream**
The potential benefit of strengthening underlying connective tissues may contribute to increased elasticity and a more youthful appearance for the face and neck.

**Wheatnourish Wheatgerm Oil & Honey Nourishment Crème**
Wheatnourish Wheatgerm Oil & Honey Nourishment Crème from Lotus Herbals showcases extracts of ashwagandha and tulsi with wheat germ oil, almond oil and honey. The rejuvenative helps remove impurities, supporting skin health.

**Ashwagandha Extract Cream**
Bianca Rosa Ashwagandha Extract Cream features 1.5% withanolides, along with jojoba oil and green tea extract. Unlike the other lotion products, it is not geared solely as a face or neck moisturizer.

**Herbal Facial Oil**
In addition to ashwagandha, Herbal Facial Oil for Normal & Combination Skin from Annmarie Skin Care features a treasure trove of organic natural ingredients to help balance, moisturize and soften skin.

**Orris Root Face & Body Cleanser**
Biotique Orris Root Face & Body Cleanser for Men is a gel-form daily herbal cleanser enriched with ingredients like orris root, ashwagandha, neem bark and kikar gond. The ingredients aid acne, nourish and protect skin, and help improve texture. The rejuvenative helps remove impurities, supporting skin health.

Source: Infographic brought to you by Ashwagandha.com