SIRI

A SOLUTION FOR GREY HAIR: THE HERBAL WAY

C V SHOBHA
WHAT IS GREYING OF HAIR?

- Each hair on our heads is made up of two parts:
  - a *shaft* — the colored part we see growing out of our heads
  - a *root* — the bottom part, which keeps the hair anchored under the scalp

- During youth, the root of the hair produces an important chemical called *Melanin* and other enzymes in abundance inside the hair follicle. This is what lends the black colour to the hair.
WHAT IS GREYING OF HAIR?

- As we age, our body produces less and less Melanin and other such chemicals and enzymes.
- The spaces in the hair shaft are instead filled with colourless air bubbles.
- Without the normal levels of melanin inside the hair follicle, the hair begins to lose its dark colouration thus leading to the appearance of grey hair.
When this happens at a very early age, say between 2 to 16 years, it is called Premature Greying.

Apart from genetic disorders, hormonal imbalance, thyroidism, radiation, using electric dryers and concentrated hair dyes are all factors.

Lack of Vitamin B, iron, copper and iodine in the daily diet are also contributory factors.
PREMATURE GREYING

- May lead to loss of self esteem
- May make people conscious of their hair when facing other people
- May lead to unwelcome questions and concerns about their hair
- May even lead some people to withdraw into themselves by avoiding social gatherings
At such a time, people may think of:

- Semi-permanent or demi-permanent colour
- Permanent colour
- Highlights
- Chemical dye

However, all these options involve the use of strong chemical processes which may in turn cause more harm to the hair roots.
HARMFUL EFFECTS OF CHEMICAL DYES

- The side effects include:
  - Allergic reactions
  - Inflammations
  - Hair loss
  - And ironically... more grey hair

- And without even realizing, people get caught in a vicious cycle of more hair dye and more grey hair
SIRI HERBAL HAIR DYE
Natural Black

The answer to all grey hair

- 100% Natural
- Herbal Hair Dye
- Chemical free
- No side effects
- Natural black colour
- Easy to Use
UNIQUE FORMULATION
Constituents

- Lawsonia insermis
- Centella asiatica
- Eclipta alba
- Emblica officinalis
- Indigifera tinctoria
- Rubia cordifolia
- Ceasalpinia sappan

- Madarangi
- Ondelaga
- Bringaraj
- Nellikai
- Neelinee
- Manjista
- Pathangee
DIRECTIONS FOR USE

- Take required amount of *SIRI Herbal Hair Dye* powder
- Mix it with hot water to make a thick paste
- Apply it immediately to the scalp
DIRECTIONS FOR USE

- Apply it thoroughly on all regions of the scalp with a brush and gloved hands
- Leave it in the hair for 2-3 hours
- Wash with lukewarm water without shampoo or shikakai
- All the GOODNESS of the dye is now sealed within your hair
NATURALLY BLACK HAIR

- The black colour will appear in a few hours after contact with atmospheric oxygen. The blackening can be seen progressively on the next day.

- For improved results, repeat the process once in every 10-15 days.

Flaunt your NATURAL BLACK HAIR to the world
SIRI HERBAL HAIR DYE

A Unique product

- It turns only grey hair black
- It is free of harmful chemicals
- It is natural
- It is completely herbal
- It is hypo allergic
- It is a Unisex product

- It does not turn healthy black hair grey
- It does not damage hair follicles
- It does not form a thin film of colour or leave behind pigment particles on the strands of hair
- Continuous use of the product arrests the growth of grey hair and encourages healthy growth
- It does not cause allergic reactions and completely safe to use
- It is safe to use on eye brows, side locks, beard and moustache
DIETARY ADVISE

- A balanced diet is a must to have healthy hair.
- The rich and natural sources of essential nutrients for the growth of healthy beautiful hair are mostly available in pulses, fruits and vegetables.
- Sleep and exercise help regulate the blood flow and spread of nutrients to all parts of the body, including the scalp and hair roots.

SIRI ALSO SUGGESTS TO TAKE SUFFICIENT AMOUNT OF FRUITS, VEGETABLES, PULSES AND CEREALS RICH IN:

- INOSITOL
- SELENIUM
- B GROUP VITAMINS
VITAMINS: INOSITOL

What is Inositol?

- A member of the ‘B’ Group Vitamin:
  - Inositol
  - Pantothenic acid (B5)
  - Para-aminobenzoic acid (PABA)
- Promotes growth and health of hair
- Helps to prevent hair loss

Its deficiency causes:

- Alopecia or patchy baldness
- Male pattern baldness

Inositol in treatment

- Inositol use in cases of alopecia has yielded promising results
- New growth has been seen within two months
- Healthy hair of natural colour slowly fills the gap from the back forwards
VITAMINS: INOSITOL

LIBERAL INTAKE OF:

- 2000MG OF INOSITOL
- 10MG OF PANTOTHENIC ACID
- 100MG OF PABA,

ASSISTS IN THE NATURAL BLACKENING OF HAIR AND REDUCES GREYING

Foods rich in Inositol

- Liver
- Brewer’s Yeast
- Beef Brain and Heart
- Grapefruit
- Raisins
- Wheat germ
- Unrefined Molasses
- Peanuts
- Cabbage
VITAMINS: B8

What is Vitamin B8?

- A member of the ‘B’ Group Vitamin:
- Essential for growth and health of hair
- Helps to prevent hair loss and premature greying
- Causes proper distribution of pigments in hair shaft

Foods rich in Vitamin B8

- Rice Bran and Rice Germ
- Barley
- Oatmeal
- Soybeans
- Walnuts
- Peanuts
- Mushrooms
- Cauliflower
VITAMINS: B9

What is Vitamin B9?

- A member of the ‘B’ Group Vitamin:
- Essential for health of hair
- Helps to prevent hair loss and premature greying

Foods rich in Vitamin B9

- Pulses
- Bengal Gram
- Green Gram
- Spinach
- Mint
VITAMINS: A

What is Vitamin B9?

- A member of the ‘B’ Group Vitamin:
- Deficiency causes:
  - Dry and dull hair
  - Dandruff
  - Excessive Hair loss

Foods rich in Vitamin A

- Egg Yolk
- Whole milk, Butter and ghee
- Drumstick leaves
- Carrots and Beetroot
- Mangoes
- Gooseberries
- Oranges
- Apricots
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Natural Black Hair, the herbal way...

THANK YOU!