

SEVENTEEN

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PV SINDHU

HAPPENING HEMP



Hemp is having its moment under the sun as it makes its way into skin care and hair care regimes

BINDU GOPAL RAO

The use of hemp as an ingredient in personal care products is on the rise. Increasingly, more beauty products are finding themselves leaning favorably towards the use of hemp as a key ingredient.

HEMP HUES

Vaijaya, known as hemp in other parts of the world, was used freely and effectively to treat many ailments in Ayurveda. Changing laws in some states in the U.S. has seen hemp make a healthy comeback there, too.

Hemp seed oil plays a significant role in keeping your skin soft and prevents it from sagging, say Ishani and Karegoudar, co-founders of BodyCafé. It also leaves skin fresh and radiant. They have used hemp seed oil in their spa range, including their hand and nail cream, their pedi butter and cuticle nail oil.

Dr. Zeel Gandhi, inhouse Ayurvedic doctor at Vedix, say, “Ayurveda believes that this herb is useful in curing skin diseases (Kushtha). It also maintains healthy skin and hair Biomes. Modern science confirms that the anti-inflammatory function of hemp helps heal skin and hair conditions.”



PHOTO CREDIT: VEDIX

Dr. Zeel Gandhi, BAMS, inhouse Ayurvedic doctor, Vedix



PHOTO CREDIT: BODYCAFE

BodyCafé founders Pooja Karegoudar and Tanushree Ishani



PHOTO CREDIT: NEEMLI NATURALS

Neemli Naturals rice water and hemp seed oil makeup remover



Bhaskara Seth, co-founder, Neemli Naturals

ADVANTAGE HEMP

Hemp is a sustainable resource, but there are perception and information issues that need to be addressed in a market like India.

“For example, hemp seed oil is derived from the cannabis plant grown for non-drug use,” says Bhaskara Seth, co-founder of Neemli Naturals. “It typically has zero to negligible cannabinoids and is extremely safe to use.”

According to Stuti Ashok Gupta of Amrutam, “Cannabis, being phlegmatic, pungent, hot, and fire-stimulating, effectively removes the microscopic dirt inside the pores of skin and hair scalp. A lab study conducted in Hungary discovered that cannabidiol helps manage the body by reducing sebum production and inflammation, eliminating acne, dark marks, blemishes.”

OIL'S WELL

Hemp seed oil is gaining popularity as a natural skin remedy. Hemp is a nutritional compound power plant that has proven to be very beneficial to the skin.

“These nutrients are maintained in the oil without the addition of additional ingredients,” says Karan Bhaskar, Clinique India. “Ayurvedic hemp seed oil, along with

other ingredients that are beneficial to natural skin, adds a constructive dimension to organic skincare.” Oils from the cannabis plant, hemp seed and cannabidiol, or, as it's prominently known, CBD, have found their direction into everything, from your night cream to your lip salve, even to your mascara.”

Deepika Sharma, co-founder, Hempstrol

TAKE CARE

Hemp seed oil, or CBD oil, is used in making various cosmetic preparations. It is rich in magnesium, and has anti-inflammatory properties.

“CBD Oil consists of cannabinoids, which have a therapeutic value and help a customer dealing with skin diseases,” says Deepika Sharma, co-founder and managing director, Hempstrol. “We have noticed that diseases like alopecia and eczema, if treated with a CBD balm, have great efficacy. We have customers that buy the balm to even treat acne and dry skin.” Hemp seeds contain several important nutrients, vitamins, and minerals that are indispensable for good skin and hair health.

According to Sana Valbhani, the founder of Peluche Beauty,



PHOTO CREDIT: HEMPSTROL

“The biggest challenge so far is the lack of awareness in the masses about this and the lack of knowledge of its nutrients. I also believe there is a stigma attached to it that must be removed for a better understanding of the underlying benefits.”



Megha Asher, COO & co-founder, Juicy Chemistry

SKIN ELIXIR

Hemp seed oil's high and balanced essential fatty acid content (omegas 3 and 6) makes it an ideal ingredient in body care products, and the natural texture gives excellent emolience and a smooth after-feel. The cold-pressed seed oil helps make an excellent natural skin moisturizer.

According to Megha Asher, chief operating officer and co-founder of Juicy Chemistry, “Hemp seed oil



Juicy Chemistry frankincense and hemp face serum

is one of the few oils that possess a comedogenic rating of zero, meaning it does not clog pores, making it an oily skin favorite. Apart from this, the oil is also rich in a variety of vitamins and minerals, such as Vitamins E, C and B3. It helps moisturize the skin and scalp and balances sebum production. Hemp seed oil is also rich in antioxidants. It soothes and nourishes while protecting against free radical damage.”

HEMP BEAUTY BRANDS IN THE U.S.

- Hempz Natural
- Hmone Organic
- HEMP IQ
- Palmer
- The Fay Farm's Organic
- Krave Beauty
- Rose Gold
- Pacifica Beauty
- Clair Beauty
- Love Beauty And Planet
- ID EW CARE
- Victoria Beauty
- Life Essentials

PHOTO CREDIT: JUICY CHEMISTRY