



Invented By Nature, Perfected By Us

About Herbostra

Herbostra - derived from 'Herb' & 'Stra' - meaning "Originated from Herbs", is an innovative Ayurvedic company that is modernizing conventional Ayurvedic products by making them more palatable, presentable and accessible to all. Herbostra uses Ayurvedic knowledge along with modern science to develop its own formulations for Innovative products which are effective and consumer friendly.

Herbostra also offers expert consultations and helps disseminate Ayurvedic Knowledge at an individual, institutional and at a community level through its robust technology backend that helps consumers interact seamlessly with the information database to know more about every Ayurvedic solution, its origins and application.

Herbostra aspires to empower 'Wellness Conscious' individuals with knowledge and application of Natural Living and become a focal point for the promotion of Modern Ayurveda as primary therapy to rediscover the true spirit of ancient healing.



Herbostra Category

- OIL
- SKIN
- ORAL
- BATH
- DIET & NUTRITION
- LIFESTYLE

Herbal Oil Products

- Oils are excellent moisturizers & emollients. Oil balances vata in the body. Herbostra has innovatively formulated oils which contain pure and potent sun dried herbs using Probiotic Technology. It is suitable for all skin types.
- In Ayurveda, Gently rubbing of warm oil over the head, body and feet is known as Abhyanga. It should be done slowly and gently so as to let the oil absorb in the skin. Daily Abhyanga wards off exertion, it balances vata and nourishes the body. It makes your skin smooth and healthy. It also strengthens the muscles and is very good for nervous system.

Nourishing Mother Oil

- Herbostra Nourishing Mother Oil, with Probiotic Technology, is a blend of multiple traditional herbs & oils for 'Mothers' & 'Mother-to-be'. It nourishes the skin within, prevents stretch marks, reduces dark spots and relieves itching.
- It's rich and natural ingredients helps in bone building and increase immunity of Mothers as well as the baby. The blend used is transdermal with no paraben and synthetic colours.

Key Features

- **Increases immunity.**
- **Safe for breastfeeding Mothers and babies.**
- **Nourishes the skin.**
- **Nourishes the bone tissues & muscles.**
- **Formulated with pure herbs.**
- **Balance and rejuvenate the body.**
- **Hydrates & soothes the over-stressed skin.**



Herbal Skin Products

- Skin Care is one of the most important part of Natural Beauty, any age group you may belong to. Taking care of your skin and seeing whether it gets enough nourishment from the products is important. Anything which comes in contact with skin externally (soaps, lotions, oils, dust, chemicals etc) is absorbed in the body within seconds. Unfortunately, every day millions of people use chemical products that don't help your skin but actually harm your skin.
- Herbostra products are delicately crafted with Ayurvedic ingredients using Probiotic Technology which helps to take good care of your skin. It provides nourishment, vitamins and minerals are the ones which our skin needs and these products help our skin to brighten and keep it soft. It's not just about the beauty but also experiencing the Unique, Natural and Ayurvedic skin care products launched by Herbostra

Ghee Lip balm

- Herbostra Ghee lip balm is all natural & toxin free lip balm made from pure ghee, extract and other herbs.
- It forms a protective layer and guard lips from external exposures like dust, cold winds, dry air and keeps them nourished, moisturized and supple.

Key Features

- **Formulated with Probiotic cow's ghee.**
- **Contains no synthetic preservatives & colour.**
- **Natural & toxic free lip balm.**
- **All natural fragrance.**
- **Locks the moisture & supples.**



Probiotic Hand cream

- Probiotic enzymes intensely hydrate and moisturize dry hands for silky-smooth skin instantly. Herbostra Hand cream with Probiotic Technology is blended with natural herbs.
- It moisturises, nourish and protects nails & cuticles. The rich texture leaves hands soft and smooth along with anti microbial properties, can be applied as often as needed.

Key Features

- **Protects skin from dryness yet non – greasy.**
- **Rich texture make hands soft & smooth.**
- **Formulated with pure & natural herbs.**
- **Nourishes & protects nails & cuticles.**



Herbal Oral Care

- Oral hygiene is one's mouth fresh, clean and free of various ailments. Ayurveda has given a lot of importance to Oral Care. Traditionally, oral care use to start with Oil pulling and then a neem twig was used for cleaning of teeth. Herbs like Neem, Khadira, Daruharidra, Irimeda etc were used which have cleansing, natural anti-microbial and wound healing properties, and also helps to strengthen the gums & teeth. Herbostra oral care products are fluoride and triclosan free with Natural ingredients.

2 IN 1 Oil Pulling Mouthwash

- Herbostra Mouthwash is formulated with Sesame Oil and 25 potent herbs which helps to cleanse the mouth cavity, strengthen the gums and teeth along with anti-microbial properties.
- Unlike regular mouthwash, the benefits of Oil Pulling are much more than just cleansing. It detoxifies the body, improves digestion and prevents dryness of mouth, lips and throat.

Key Features

- **Fluoride free & Triclosan free.**
- **A unique blend of ancient ingredients & modern technology.**
- **Doesn't leave any odour or oiliness in the mouth.**
- **Benefits of Oil Pulling lies beyond oral care.**



Irimedadi Toothpaste.

- Herbostra's Irimedadi toothpaste is an all natural dental care product it removes bacteria and takes care of oral cavity. It cleans teeth, strengthens gums and prevent tooth decay.
- Irimedadi is a popular traditional formulation for dental care in Ayurveda. It has cleansing and anti microbial properties. It strengthen gums, teeth, protects the enamel and improves gingival health.

Key Features

- **Uniquely formulated with Irimeda; Neem; Manjishtha; Khadira and various other potent ingredients.**
- **Free from harmful chemicals like Fluoride and Triclosan.**
- **No synthetic colour or flavour.**
- **Alcohol free.**



Herbal Bath Products

- Probiotic technology and herbal ingredients are used to make these products unique in its own way. Herbostra has launched a range of unique soaps with herbal ingredients and do not have synthetic color or fragrance. It cleans and refreshes the skin. They are much gentler on the skin, helping prevent rashes and blemishes while still being strong enough to cleanse.
- Probiotic technology has been used in Ayurveda since thousands of years in the form of ghee and other plant based probiotic and prebiotic. Ghee helps to balance the pitta on the skin, soothe and replenishes the skin.

Exfoliating Shower Bar

- Herbostra Exfoliating Shower Bar is uniquely formulated. It gives a light massage effect and gently removes dead skin and cleanses it, which gives you smooth and glowing skin.
- It stimulates your skin's blood circulation, due to the friction it creates, as you use it in your shower.

Key features

- **Formulated with Probiotic technology & wrapped with jute which exfoliates the skin.**
- **Jute wrap acts as a natural gentle skin exfoliator.**
- **Stimulates skin's blood circulation.**
- **Crafted from natural & organic ingredients.**
- **Relieves stress and helps to soothe the body.**



Camphor Shower Bar

- Herbostra Camphor Shower Bar with Probiotic technology refreshes the skin with its unique formula. It soothes the skin and increases blood circulation.
- Camphor has been proven to have various healing properties and has been used for centuries. It is believed to cleanse the aura by absorbing distress vibrations and spread positivity.

Key feature

- **Uniquely formulated with pure natural herbs using Probiotic Technology.**
- **Probiotic technology enhances skin ability to hydrate & moisturize.**
- **Triple pressed soap.**
- **Cleanses and protects the skin.**
- **Keeps the skin natural invisible barrier healthy.**



Charcoal Shower Bar

- Herbostra Charcoal Shower Bar gently clears & detoxifies the skin and keeps it hydrated with a long lasting pleasant fragrance.
- Activated Charcoal acts as a magnet to clear out impurities and is ideal for face and body skin. It's anti microbial properties not only kills germs but also exfoliate dead skin. Probiotic enzymes restore skin's healthy pH balance.

Key features

- **Uniquely formulated with pure natural herbs using Probiotic Technology.**
- **Absorbs excessive oil & cleanses the skin.**
- **Balances the skin pH and nourish the skin**
- **Activated Charcoal acts as a magnet.**
- **Prevents Aging.**



Neem Shower Bar

- Probiotic enzymes enhances skin ability to hydrate & moisturize. Neem has natural antifungal, soothing & moisturizing properties.
- Herbostra Neem Shower Bar with Probiotic technology is formulated with pure natural ingredients. Its high anti-oxidant nature purifies & prevents premature ageing of skin.

Key features

- **Its deep cleansing property; removes dead cells; clears acne & dark pigmentation.**
- **Refreshes, rejuvenates the skin & mind with a pleasant aroma.**
- **Removes dead cells, clears acne & dark pigmentation.**



Diet & Nutrition Products

- "Let food be thy medicine" Food is an essential part of life. Herbostra helps to add more worth to your diet through its innovative products which brings balance in the body and helps to eliminate toxins out of the body.

Diet Infusion Cubes

- Herbostra Diet Infusion Cubes are made from herbs of Vijaysar (*Pterocarpus marsupium*) is a medicinal plant which has been used in treatment of diseases for thousands of years. The heartwood of Vijaysar helps support body's natural ability to manage and regulate blood sugar levels.
- It helps in detoxification, and hence can be used to manage obesity and lower cholesterol & triglycerides. It also works on high blood pressure, indigestion and helps maintain healthy skin.

Key features

- **100% Natural.**
- **High in antioxidants and has hepatoprotective activity.**
- **Control diabetes, controls blood sugar, controls pressure.**
- **Heartwood of Vijaysar.**



Non Alcoholic Bitters

- Herbostra Non-Alcoholic Bitters is uniquely formulated, using various bitter herbs which support the digestive system.
- It eliminates toxins from the body and coordinates the metabolism of sugar & fats. Bitters engages and excites the digestive system & triggers the secretion of various enzymes and strengthens your gut.

Key features

- **All Natural.**
- **Alcohol free.**
- **Boost metabolism.**



Lifestyle

- Along with promoting a healthy lifestyle, Herbostra has also created a new range of natural Fragrances made from hand-picked aromatic herbs which relaxes, rejuvenates and spreads positivity in the ambience.

Balsamic Air Freshner

- Balsamic Air Freshener is the perfect natural air freshener for your car, dresser drawers, the linen and towel closet, your tack trunk, your desk drawer at work, gym/dance bag as it has a very gentle odour.

Key features

- **Natural fragrance.**
- **Traditional way to scent & purify the air in closed spaces.**
- **Leaves a pleasant; aromatic scent.**



**THANK
YOU**