

MiVeda NATURAL & ORGANIC



Brand honesty and integrity :

The benefit of our organic certifications is brand honesty.

It is all about our ingredient list :

You know that every ingredient that we say is in our formulation list is actually contained in the product – that is why we are certified – so you know you can trust the MiVeda Brand.

Trust our label claims :

You can trust that our label claims are real and have been reviewed, thoroughly scrutinised and approved by Australian Certified Organic (ACO) to COSMOS Standards.

Never been tested on animals :

You can be assured that neither an ingredient nor a finished product has ever been tested on animals.

Ethical and sustainable sourcing :

You are guaranteed that every ingredient we formulate with has been audited for its ethical and sustainable growing, harvesting and acquisition.

Readily biodegradable :

You can be confident that everything you rinse down the drain is truly safe and readily biodegradable (to the highest standard required).

Ecological sustainable :

You can take pride in the fact that your buying choice and recommendation of our products to others is making a tangible difference to the ecological sustainability of our world's rainforests and natural heritage.

COSMOS and the ACO Certifications : The ACO is an organic certifying body founded in Australia in 1991. Based in Queensland, it conducts inspections across all of Australia and many other countries, making it one of the most respected organic certifying bodies in the world. It certifies to various Organic Standards. The Australian National Organic Standard and the European unified COSMOS Cosmetics Standard are the two Standards that we are audited under at MiVeda.

The basic rules for composition of a COSMOS Certified Organic Cosmetic are as follows: at least 95% of the formula are all plant based ingredients and 10% of all ingredients by weight must come from organic farming for rinse-off products and 20% for leave-on products (excluding water and minerals in a formulation).

Of the remaining 5% of each formulation, the ingredients may come from selected synthetic origin (i.e. nature identical preservatives) or may be chosen from a small list of allowable synthetic ingredients. Very few of these are considered suitable and they are only used because nature identical actives not available commercially at this point in time.

The Australian National Standard is an "ORGANIC FOOD STANDARD". It considers only food based raw materials and does not make distinctions between a cosmetic formulation or a formulation for human consumption.

Australian Certified Organic (ACO) is Australia's largest certifier for organic and biodynamic produce in Australia.

ACO regulations cover in detail all aspects of food production, processing, delivery and retail sale. An ACO Organic seal identifies products with at least 95% organic ingredients. **MiVeda personal care formulations which meet this certification are effectively certified as food grade.**

Our manufacturing facilities and all of our formulations and labels are audited annually to both of the above mentioned Standards thereby giving our stakeholders and consumers absolute comfort that what we say is in our products on the label, truly is in the bottle.

OUR SYMBOLS :

MiVeda Skin & Body Care incorporate our proprietary Seven Nurturing “Actives” supporting your skin’s :

- **Hydration**
- **Firmness**
- **Wrinkle depth**
- **Elasticity**
- **Smoothness**
- **Barrier strength**
- **Repair**



KEY FLOWER & PLANT INGREDIENTS

- Certified Organic Aloe Vera Leaf Juice to soothe and nurture
- Cupuaçu Seed Butter for deep, lasting hydration
- Cistus Incanus extract strengthens the reduced anti-oxidative defence system found skin
Reactive oxygen species are neutralised, thus preventing further damage to the skin barrier
- Gynostemma Pentaphyllum extract stimulates the neosynthesis of the epidermal lipids and strengthens the skin barrier from within
- Ashwagandha - is an adaptogenic ingredient helping the body to resist environmental and pollution stressors
- Tumeric for powerful anti-oxidant and anti-inflammatory benefits
- Centella Asiatica for its cellular rejuvenation benefits

MORE SYMBOLS :

SYMBOLS LEGEND for Skin & Body Care



Suitable for Normal to Sensitive Skin Types



Suitable for Sensitive Skin Types



Ultra-Light Moisturising



Lightly Moisturising



Rich Moisturising



Free-radical Anti-oxidant Protection



Firmness & Elasticity Promoting



Active Anti-aging Formulation



Smoothing for Fine Lines & Wrinkles



Collagen & Elastin Cellular Repair

SYMBOLS LEGEND for Hair Care



Suitable for Normal to Sensitive Skin Types



Hair Repair for Chemically Treated & Damaged Hair



Elasticity & Curl Retention



Controls Fly-away & Frizzy Hair



Thermal Protection for Heat Styling



Deep Conditioning for Dry & Brittle Hair Types



Ultra-Light Conditioning for Fine & Limp Hair Types



DOUBLE SYMBOLS : i.e. Ultra-rich Moisturising



DOUBLE SYMBOLS : i.e. Intensive Anti-aging

EXAMPLE SKIN CARE PRODUCT LEGEND :



Light smoothing of fine lines and wrinkles, light free-radical protection, good skin firming properties, light anti-aging activity, suitable for sensitive skin types with light skin repair activity.

OUR FORMULATIONS :

MiVeda's Ingredients

MiVeda is very proud of our fantastic products. It has taken us years to develop them. The products work wonderfully well and they are the right price! We have explained much about the MiVeda products in other fact sheets, however, it really comes down to two basic philosophies which makes our products so great.

What Goes Into MiVeda...

Firstly is what goes into our products. It is a combination of ancient knowledge and wisdom about traditional plant derived ingredients combined with the Modern Intelligence of recent scientific breakthroughs. Seven of the key Veda active plant ingredients are so brilliant we are providing you with expanded details in pages below. There are many more wonderful and essential ingredients we also use and these are outlined further on in the respective fact sheets and websites (but in less detail).

What Does Not Go Into MiVeda...

Secondly (and surprisingly for some uninitiated people) is what we leave out of our products. The world is changing in so many areas; awareness regarding climate change, sustainability, wellness and health conscious lifestyles are all modern concepts for modern consumers to grasp and consider. Many established commercial companies (perhaps most) include ingredients in their products which in days-gone-by we considered acceptable to use on our skin and/or rinse down the drain back to our planet.

In the new modern view of the world MiVeda considers many of these historically accepted ingredients undesirable, possibly potentially harmful to users and the environment and some are scientifically proven to be known irritants. MiVeda has a strictly ethical stance on this: no harmful ingredients are included in our products even if they would result in a cheaper price. We take the view there is no substitute for sustainability, quality and safety.

Why Certify MiVeda?

Many companies today target modern consumer values by "green-washing" the product labels with promises of some organic or natural active ingredients... whereas in fact none may exist apart from the label claim. In order to ensure complete user confidence, we submit all our ingredients (growing, harvesting, processing), product manufacturing, storage and sales to an enormously rigorous process of organic certification to COSMOS standard by ACO. ACO (an Independent 3rd Party) audits every batch of every formulation. Consequently there is peace of mind for our Members and our consumers - they can be confident every MiVeda product (and ingredient) they use or recommend is genuine. What is on our label is inside the bottle... now that is a fact we can all be 100% confident about. COSMOS is the European unified Natural and Organic Cosmetics Standard. It only covers our cosmetic formulations because that is the scope of COSMOS. For our Health Care Products we use the Australian Certified Organic (ACO) Organic Food Standard.

<https://aco.net.au/Pages/Operators/COSMOSStandards.aspx>



TURMERIC

Curcuma Longa Root Powder

Turmeric belongs to the ginger family, Zingiberaceae. The spice plant has its origin in South Asia. Today it is cultivated mainly in the South American tropics, China, Indonesia, and the Indian subcontinent.

It is also known as curcuma or Indian saffron. Turmeric or turmeric extract has played a key role in traditional Chinese medicine (TCM) and Ayurveda medicine for 5000 years. Its medicinal effects have become the object of considerable scientific research in the Western world only over the last few years.

The herbaceous plant with the unique rhizomes is one of the oldest medicinal plants. In Europe, turmeric has been used primarily as a cooking spice. The spice was and is contained in almost every curry powder.

Exclusively the rhizome is used to produce the turmeric extract. Usually it is air-dried for some days and then ground in a mortar.

The components of turmeric extract and its effects: The main component is curcumin, a substance also used as a food additive. In food production, curcuma is used as a (yellow) colorant and flavouring.

The health benefits of curcumin are even more interesting and important. It is widely reported to be beneficial to soothe and nurture inflammation. It is widely written in traditional herbal text that the use of curcumin as an anti-inflammatory may be beneficial.

Curcumin has anti-oxidative activity which has been used successfully for some time to soothe arthritis and degenerative joint diseases.

Curcumin is only one of four different curcuminoids contained in the Turmeric plant. The other three substances are cyclocurcumin, bisdemethoxy-curcumin and demethoxycurcumin. To simplify the facts the mixture of these four substances is called curcumin.

Curcuma contains vitamin B6. In combination with folic acid and vitamin B12 it assists homocysteine levels and therefore nurture vascular walls in the long term.

Anti-inflammatory defence

A high homocysteine level is a medical risk factor for dangerous atherosclerotic plaques that lead to heart diseases.

Curcuma is almost free of cholesterol and is rich in magnesium. It has a high content of calcium: up to 180 milligrams per 100 grams.

Its antimicrobial essential oils (5.0 to 7.0 percent) fight microorganisms.

In total, curcuma contains nearly 90 components; polysaccharides, ferulic acid, caffeic acid, manganese, phosphorous, chrome and resin are some that add to those already mentioned.

Turmeric extract in cosmetics: Curcuma provides wellness for skin, hair and nails. The multitudes of precious components promote skin wellness.

Thanks to the high percentage of natural anti-oxidants, turmeric extract can help to protect against premature skin aging and wrinkles.

Curcuma has nurturing benefits for skin prone to redness and hypersensitivity.

In hair care products, curcuma helps to increase volume, density and beauty with regular use. Moreover, it assists performance in anti-dandruff products.

Curcuma is a rich biological source of trace elements (such as copper and zinc) and also biotin and essential B vitamins. All these nutrients are important to build collagen and connective tissue and support healthy nails and cuticles.

Turmeric extract is vital to integrate into various MiVeda cosmetic formulas. Whether in masks for skin impurities, anti-aging products or in shampoos, curcuma is suitable for many applications.



Cellular rejuvenation

Protects effectively from environmental damage

CENTELLA

Centella Asiatica Extract

Centella Asiatica is excellent for the Skin.

Centella Asiatica known by a variety of names, including Brahmi, Asiatic Pennywort, Tiger Grass, and Gotu Kola, this plant extract is hailed as a hydrating skin-saver.

What is Centella Asiatica?

Centella Asiatica is a perennial herb that grows primarily in Asia. For years, it has had both culinary and medicinal uses, but like many traditional plant extracts, it is gaining popularity as a skin care ingredient.

What can Centella Asiatica do for Skin?

Studies show that Centella Asiatica is not just a passing fad—it really does have benefits for skin, thanks to its active compounds, including madecassoside, which serves as an antioxidant.

Centella Asiatica itself also has been shown to have potent antioxidant properties and to be a rich source of amino acids. There is also additional research showing that it is a good hydrating ingredient to soothe skin.

Centella Asiatica also helps mitigate some of the visible effects of sun damage, plus there is evidence that it can help re-vitalise skin's protective barrier.

It is a plant-derived antioxidant with skin-soothing properties. It started in traditional medicine but now has hard science research to back up its purported benefits. Centella Asiatica is used in Chinese and Indian traditional medicine as a rejuvenating product and also in pharmaceutical applications.

It has beneficial effects on skin by improving a wide range of cutaneous parameters. These biological effects are mediated by triterpenes such as asiaticoside, madecassoside, asiatic acid and madecassic acid.

It has been demonstrated that Centella Asiatica extract and their major constituents alone exert their wound healing properties by increasing the level of collagen type I synthesis in fibroblasts.

Several other experiments demonstrated the anti-inflammatory effect of asiaticoside.

Recently, it was shown that Centella Asiatica extract and their heterosides are able to enhance the skin barrier function by stimulating the production of several differentiation markers such as involucrin, loricrin and filaggrin.

Centella Asiatica extracts are able to inhibit metalloproteinase-1, hyaluronidase and elastase, three major skin enzymes implicated in the catabolism of extracellular matrix resulting in skin-aging and loss of skin hydration.

Centella Asiatica extracts are able to support autophagy, a key element in the skin detoxification process. Centella Asiatica extracts are able to nurture the antioxidative response by promoting gene expression.



The King of Adaptogens strengthen the skin barrier function

JIAOGULAN

(pronounced gee-ow-goo-lan)

Gynostemma Pentaphyllum (Jiaogulan) Leaf/Stem Extract

Gynostemma Pentaphyllum, the immortality herb, has a high gynosaponin content.

Gynostemma Pentaphyllum / Jiaogulan is a plant native to Eastern Asia, more exactly in China, Korea and Japan.

It is known as “the herb of immortality”, “five leaves ginseng”, “sweet tea vine”, or “southern ginseng”. It is very often compared to Panax Ginseng although it comes from another family.

While Panax Ginseng contains up to 28 different saponins (called panaxosides or ginsenosides), in 2015 scientists isolated 174 such saponins from Gynostemma (called gypenosides), nine of which are identical to those of Panax Ginseng.

That equates to over 6 times as many of these health-promoting and balancing chemicals in Jiaogulan.

Jiaogulan has been used in traditional Chinese medicine for centuries, and is recognised as an adaptogen.

Adaptogens are rare and remarkable plants that increase the body's ability to counter and resist physical, chemical, biological, emotional, and environmental stressors by raising nonspecific resistance toward such stress.

They decrease the organism's susceptibility to illness by allowing it to “adapt” to the stressful circumstances. The extract of this plant contains high amounts of flavonoids and gypenosides, noted for their antioxidant effects.

In fact, Jiaogulan has the widest spectrum of saponins of any known plant in the world by far!

This makes it a potentially more powerful and intelligent adaptogen with broader health effects than any other plant, and many have proclaimed it “The King of Adaptogens”.

In skin cells, this extract helped care for skin cells exposed to UV rays.

Furthermore, it is able to reduce the levels of matrix metalloproteinases (enzymes responsible for collagen degradation), thus it is beneficial for skin collagen maintenance.

It is also being investigated as a soothing agent for different types of skin.

Extract of this plant can activate the LXReceptors which stimulates the neosynthesis of the epidermal lipids and strengthens the skin barrier from within.

In MiVeda skin care, it is offered as an active ingredient to :

- Improve complexion
- Reduce under-eye puffiness
- Enhance mature skin barrier strength
- Enhance anti-oxidant, adaptogenic (harmonising) skin functions and skin physiology
- Provide anti-inflammatory properties.



**The King of anti-oxidants strengthen
the skin against UV photodamage**

ROCK ROSE FLOWER/LEAF/STEM EXTRACT

Cistus Incanus Flower/Leaf/Stem Extract

What is Cistus Incanus?

Cistus Incanus, known as the Rock Rose, is an evergreen shrub with grey-green leaves and beautiful pink-purple flowers that can be found growing mostly in the dry arid Mediterranean region, North America and South America.

Plants growing in the Mediterranean-type ecosystems endure multiple stressors and harsh conditions – such as water deficiency, high solar irradiance, and high temperatures. These Mediterranean plants have high levels of polyphenols to protect them against these stressors. In return, it is the polyphenols in these resilient plants that contain the anti-oxidants that ultimately can reduce oxidative stress which affects our health.

Cistus is not a new discovery. It is a plant which has a long tradition in the history of folk remedies and been used in ancient times for various medicinal and therapeutic purposes. It is considered as a general remedy for the treatment of various skin diseases in folk medicine and as an anti-inflammatory agent.

Some of the documented uses include – supporting the immune system, mouthwash, and as a beautifying facial toner.

Modern science has shown this extract has a free-radical scavenging capacity. Evidence therefore suggests that, because of its powerful anti-oxidant activity, this extract offers excellent help for skin.

In MiVeda formulations Cistus Incanus is incorporated because it can strengthen the skin and can support a reduced anti-oxidative defence system found in mature skin. Reactive oxygen agonists are neutralised, thus helping skin barrier health.



ASHWAGANDHA

(pronounced ā-shwə-'gān-də)

Ashwagandha, often described as "Indian Ginseng, or 'Indian Winter Cherry,' has abundant properties which can assist in: anti-oxidant function, immune boosting and anti-inflammatory effects. It can be: calm inducing, an anti-convulsant, stress-reducing, and have anti-bacterial activity. This means that this herb is a one-stop shop for all ailments.

A renowned adaptogen (i.e.: natural stress adapter), it improves our skin's stress tolerance. It also possesses significant immunity-boosting properties.

Additionally, Ashwagandha is rich in skin nurturing free radical quenching anti-oxidants.

Rich in anti-oxidants, iron, tannins, nitrates, potassium, glucose, and fatty acids, Ashwagandha is a nutritional jackpot for your skin.

It also contains some essential steroidal alkaloids like somniferine, sominine, anferine, and withanolides and possesses an abundance of flavonoids, lactones, and acyl steryl glucosides, which all equates to a complex of exceptionally beneficial metabolites for skin and hair rejuvenation at a cellular level.

Ashwagandha is cultivated predominantly in India's drier regions, (such as, Madhya Pradesh's Mandsaur district, Rajasthan and Gujarat). Apart from India, it is also cultivated in Yemen, China, and Nepal.

Ashwagandha is frequently used in Ayurvedic medicine: for example - helping smooth rough and dry skin (which often happens in older age).



The Queen of Adaptogens.

Strengthens the skin's barrier function and natural immunity

Ashwagandha has long been prized for its potent anti-inflammatory properties. It contains compounds called withanolides. The extracts of these compounds help by cleaning away germs that may cause skin sensitivity.

For the scalp, Ayurveda has long used Ashwagandha for hair and scalp because one of its many benefits is to blood circulation to the scalp. Why should this matter to you? Well, when the blood circulation improves, your hair follicles receive more nutrients, resulting in stronger, thicker hair. It stimulates the hair follicles, thereby helping maintain the health and sheen of your hair.

The soothing properties of Ashwagandha make it powerful for nurturing scalp.



CUPUAÇU

(pronounced ku.,pu.a.'su)

Theobroma Grandiflorum Seed Butter

Cupuaçu is an exotic tropical rainforest fruit that comes from Cupuaçu tree (*Theobroma Grandiflorum*), native to the Amazonian Rainforest of Brazil. Also spelled cupuassu, cupuazú, cupuassu, and copoasu, the tree related to cacao.

Cupuaçu contains a long list of anti-oxidants and essential nutrients that are beneficial for health; this is why Amazonians call it the “pharmacy in a fruit”.

It boosts immune system, decreases blood pressure and bad cholesterol level, gives an instant energizing effect. Cupuaçu tastes like combination of chocolate, bananas, pear and pineapple.

Cupuaçu fruit is brown oval-shaped, covered with thick hard exocarp, about 20-30 cm long, weighs 1-2 kg, contains large seeds the size of hazelnut which are cold pressed to obtain butter with creamy consistency and delicious fruity-chocolate scent.

Cupuaçu Seed Butter is composed of saturated and unsaturated essential fatty acids such as Stearic acid, Oleic acid (Omega-9), Palmitic acid, Arachidic acid and Linolenic acid (Omega-3), flavonoids, vitamins C, A and B, phytosterols and minerals including calcium and selenium.

The nutrient rich butter is especially favourable for mature, dry, cracked and damaged skin, as well as dry and frizzy hair.

Cupuaçu Seed Butter deeply moisturises and hydrates the skin, comforts and soothes skin, increases skin's elasticity, visibly support more healthy skin rejuvenation, reduces fine lines and wrinkles, provides anti-oxidant action.

The King of Hydration deeply hydrates the skin's and hair as it protects and nurtures

Cupuaçu Butter is very useful in cosmetic products dedicated to skin and hair care. Its melting point, lower than many other butters, is ideal for melting formulations. It restores the skin barrier by moisturising it and providing increased elasticity.

Cupuaçu Butter contains phytosterols that help lipids in the stratum corneum. Cupuaçu Butter is used in emollient creams and lotions for dry or damaged skins. It is also excellent for hair care products to hydrate the hair shaft.

Dehydrated skin presents a dry appearance, without firmness, elasticity or vigor. Dehydrated hair is often brittle, tangled and splits on the ends.

The use of moisturising cosmetics can prevent the loss of water in two ways :

- by forming a barrier against the superficial evaporation or hydrating the stratum corneum (via water contained in our formulations)
- or by absorption of atmospheric water.

In this context, MiVeda uses Cupuaçu Butter. It has proven efficacy on the preservation of skin hydration and decrease in trans-epidermal water loss by strengthening the skin barrier. It also has deep conditioning properties for hair.



ALOE VERA

Aloe Barbadensis Leaf Juice

The Aloe Vera plant you are likely to recognise is the most commonly used species of Aloe called Aloe Barbadensis Miller.

It has thick cactus-like leaves. This species of succulent has a firm outer leaf, and aloe latex within the inner leaf. The aloe latex is a sticky gel, and is the part of the plant which is best for topical use. Surprisingly, this gel consists of over 95% water.

The use of Aloe Vera in organic skin care dates back thousands of years. Egyptian queens such as Cleopatra and Nefertiti believed that bathing in 'the plant of immortality' would enhance and prolong their beauty.

Alexander the Great used Aloe Vera as a healing solution for wounded soldiers on the battlefield.

In early modern medicine, it was used to soothe the skin of patients burned by primitive X-ray machines.

You will find Aloe Vera in almost all of MiVeda personal care. In fact, many of our skin care and hair care products list Aloe Vera as the first or second ingredient on our ingredients list (INCI List).

We use Aloe Vera as a highly beneficial replacement for water, as our base for hydration and as an anti-inflammatory star.

To date, 75 nutrients have been identified in stabilised Aloe Vera gel.

The most important are :

Lignin is a cellulose-based substance found in the gel with no known specific medicinal properties although its presence in topical aloe preparations is thought to provide the ability to penetrate the human skin.

Saponins are glycosides which are thought to comprise about 3% of Aloe Vera gel. They are soapy substances, containing antiseptic properties, which are capable of cleansing.

Additional benefits are due to a combination of a very wide range of goodies including Vitamin A, C, E, B1, B2, B3 (niacin), B6, choline, folic acid, alpha-tocopherol, beta-carotene. Aloe Vera is also one of the few plants that contain vitamin B12.

Vitamins A, C and E are important anti-oxidant vitamins, essential in the fight against damaging free radicals. All three help the immune system and Vitamin C helps to nurture the skin. It is also involved with collagen production.

The King of Nurturing deeply supports the skin and scalp as an anti-bacterial and anti-inflammatory

Vitamin A is essential to maintain a healthy immune system. Vitamin E helps the body remain healthy.

The human body requires 20 amino acids for good health to be maintained, and all but eight can be manufactured in the body. The others called essential amino acids need to be taken as food. Together they form the building blocks of proteins from which we manufacture and repair muscles.

Aloe Vera provides 19 of the 20 required amino acids and seven of the eight essential acids. Aloe Vera gel is by its very foundation a natural skin care agent.

When applied directly to the skin, the anthraquinones found in the gel of the plant have been shown to be beneficial.

Skin can be soothed by directly applying Aloe Vera gel to the respective area.

Used daily, it visibly improves the appearance of aged or damaged skin by nurturing and supporting healthy skin renewal. As a natural pH balancer, it gives the skin a smoother appearance and removes dead skin to help unclog pores.

Once natural Aloe Vera gel has dried on the surface of the skin, it provides a protective barrier that helps keep moisture locked in. Its cooling effect soothes the skin.

Aloe Vera gel is absorbed more readily than water into the skin and is able to reach some of the deepest tissue layers. This enables it to deliver nutrients directly into the skin where it is needed most.

In MiVeda toothpastes and mouthwash we also include Aloe Vera to soothe gums naturally. Aloe Vera has been shown to be effective in by cleaning away germs that can cause cavities and plaque accumulation.