

# AYURVEDA & HERBAL COSMETICS INDUSTRY IN SRI LANKA

# HISTORY



The paradise, tropical island of Sri Lanka is home to a rich herbal heritage of over 5000 years, enriched and strengthened by Indigenous Ayurveda (Hela Vedakama) herbal wellness practices.

Hela wedakama is an ancient wisdom, tradition of healthcare and healing practices inherited by cultural heritage unique to native Sri Lankans.

Knowledge and practices dispersed throughout the country are culturally bound reciprocity of ancestral knowledge prevailed through generations.

# UNIQUENESS



Sri Lanka indisputably known as one of the most bio diversified countries in the world validates a rich cosmetics heritage of over 5000 years.

Hela Ayurveda & Herbal Cosmetics industry is truly blessed with an abundance of time tested medicinal plants as well as age old beauty secrets used by exceptionally beautiful queens who lived throughout the history.

The industry also lays claim on ethical and planet friendly products of high efficacy shaped through the affiliation of time tested herbs and oils derived and sustained by being fair to its farmers.

# STATUS



Sri Lanka has a thriving herbal & Ayurveda industry with several leading manufacturers

Today Sri Lankan Ayurveda industry scope has developed into;

- A modernized and systematic medical option with qualified doctors, therapists, nurses, hospitals, products, channels and other services
- Ethical, classical, over the counter (OTC), personal care and beauty products
- Well-being or medical tourism services.

# COMPLIANCE



All Ayurveda medicines and Ayurveda based OTC products/ personal care and beauty products in Sri Lanka are comply with the following regulatory bodies.

- Department of Ayurveda, Sri Lanka
- National Medicines Regulatory Authority (NMRA)
- Sri Lanka Standards Institute

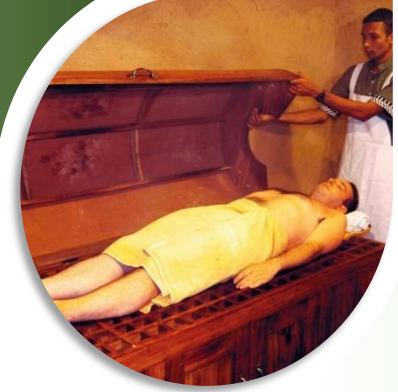
Separately almost all the companies do adhere to international requirements with adherence to standards in the caliber of ISO 9001:2015 Quality Management System. ISO 14001 Environmental Standards and ISO 22716 Cosmetics GMP and other Country specific certificates; SMETA, GMP, COSMO, JAS &NOP

# PRODUCTS



- ❖ Ayurveda Oils
- ❖ Arishta
- ❖ Perfume and toilet waters
- ❖ Beauty or make-up preparations and preparations for the care of the skin
- ❖ Preparations for use on the hair
- ❖ Preparations for oral or dental hygiene
- ❖ Pre-shave, shaving or after-shave bath preparations, etc.
- ❖ Soap; organic surface-active products and preparations for use as soap
- ❖ Herbal Powder (Herbal Tea)
- ❖ Herbal preparation for use as herbal teas
- ❖ Other Medicaments

# COMPANIES



Hettigoda Industries (Pvt) Ltd



Nature's Beauty Creations Ltd



Dreamron Group of Companies



Janet Lanka (Pvt) Ltd



Hemas Manufacturing (Pvt) Ltd



Sanjeewaka Ayurvedic Products (Pvt) Ltd



Link Natural Products (Pvt) Ltd