

Zita Ayurveda: A Brand Offering Beauty Products Therapeutically Made & Authentically Proven Ayurvedic Combinations



The logo for Zita Ayurveda features the word "ZITA" in a large, bold, black, sans-serif font. Below it, the word "AYURVEDA" is written in a smaller, black, sans-serif font, with each letter spaced out.

Pune, Maharashtra Jan 8, 2023 ([IssueWire.com](https://www.issuewire.com)) - [Zita Ayurveda](#): Offering Beauty Products that are Therapeutically Made & Authentically Proven Ayurvedic Combinations

Consumers today are growing increasingly conscious about their personal outlook. Not just youngsters,

but even the elderly population is embracing beauty & cosmetic products. As a result, the cosmetics and beauty products industry is witnessing steep growth in recent times. India ranked fourth globally in terms of revenue generation by the beauty & cosmetic products industry. Research firm Statista predicts that the Indian beauty & cosmetics industry will be worth \$5.82 billion in 2022 and further grow at a CAGR of 3.81 percent during 2022-27. Growing consumer awareness of the industry increased disposable income, and changing lifestyle patterns are the major factors causing this rapid market growth.

Being very health-conscious and equally concerned about the environment, customers today are more inclined towards products that have zero side effects, organic, and are environment-friendly as well. As a result, there is a massive demand for beauty products that are manufactured using natural and organic ingredients. While there is a multitude of companies claiming their products to be completely natural and chemical-free, many companies use chemicals or preservatives in their products without the knowledge of their users. These chemicals are hazardous and can cause cancerous symptoms and PCODs.

Pune-based Zita Ayurveda is one such brand that stands out in the industry by offering beauty products that are 100 percent organic and chemical-free. Fuelled by her knowledge of Ayurveda and passion for beauty products, [Dr. Rashmi Ved](#) (Managing Director, Zita Ayurveda) founded the company with a vision to offer customers beauty products that make them beautiful both internally and externally.

“I was determined to do something for society, and thus I chose to become a doctor. I want to ensure that people who use our products get benefitted as much as possible from our products, thus making them worth their money. All our cosmetic products are therapeutically made and authentically proven combinations developed referring to many Ayurvedic Granthas. Being the R&D head of my company, I have a clear knowledge of which ingredients to use and which ones not to in any product. Using my experience, I have made a few combinations myself as per the patient’s conditions like pigmentation, dark spots, patches, or even wanting to beautify their skin and hair”, says Dr. Rashmi.

Zita Ayurveda offers a wide range of beauty products that include body wash, creams, handmade soaps, immunity boosters, lotions, oils, serums, and shampoos, to name a few. Unlike other products in the market, Zita Ayurveda’s products are focused on offering users long-term efficacy and wellness instead of quick results that last for a very short period. Thus, all its products are manufactured in such a way that they are naturally balanced and suit a person’s every beauty need.

“Even if at times we have to use preservatives, we only use plant-derived preservatives that give a shelf life of 2-3 years. This is the main USP of our products. We are a very budget-friendly brand, and all our products are vegan and have been produced using 100 percent cruelty-free process”, explains Dr. Rashmi.

Having 23+ years of experience in cosmetology & trichology, Dr. Rashmi has seen first-hand the problems patients face and the adverse effects chemicals used in beauty products can have on the users’ hair and skin. She has also taken workshops on how to make cosmetics and ways to take care of one’s skin, hair, and body through Ayurveda. She also owns a cosmetology & Trichology academy where she teaches students about how to detect skin or hair-related problems, and treat them externally as well as orally. “Going forward, we want to launch Ayurvedic makeup products which will be color cosmetics but having Ayurvedic content. We are also looking to offer Ayurvedic perfumes that are made of essential oils”, concludes Dr. Rashmi.



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