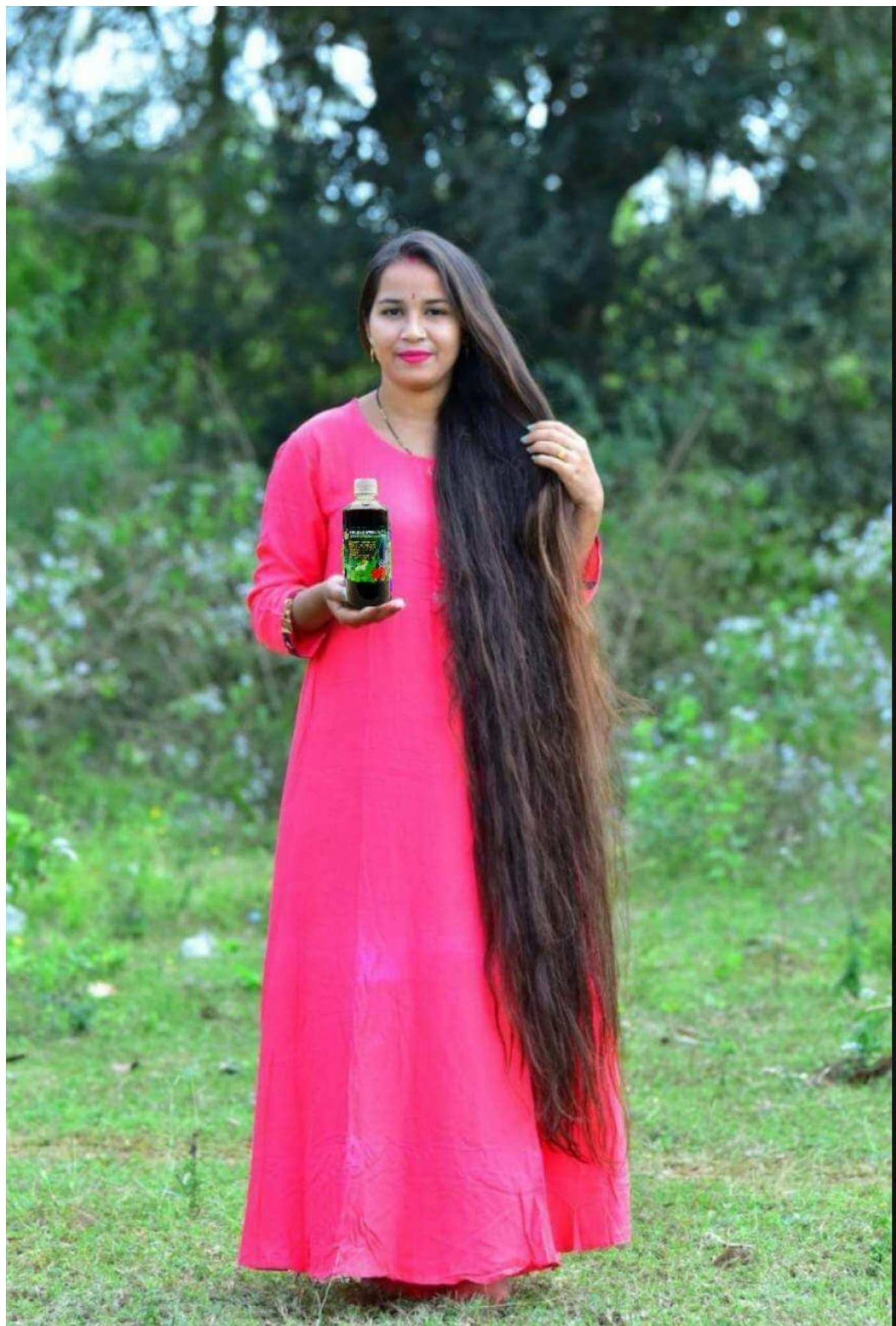


Sri Neelambari Launches Adivasi Hair Oil: A Heritage-Driven Solution for Holistic Hair Care

Sri Neelambari, a heritage wellness brand committed to preserving India's indigenous healing traditions



Mysore, Karnataka Apr 14, 2025 ([IssueWire.com](https://www.issuewire.com)) - Sri Neelambari, a heritage wellness brand committed to preserving India's indigenous healing traditions, announces the launch of its flagship product, **Sri Neelambari Adivasi Hair Oil**. Developed in collaboration with tribal communities and Adivasi peoples, the oil is a scientifically formulated blend of over 39 herbs designed to address modern hair concerns with time-tested natural solutions.

Sri Neelambari Adivasi Hair Oil is derived from traditional formulations practiced by the Adivasi communities of Southern India for centuries. These communities have passed down their knowledge of plant-based remedies across generations, using locally sourced herbs and roots to treat scalp conditions, promote hair growth, and maintain overall hair health. Sri Neelambari brings this legacy to the broader market with a commitment to authenticity, efficacy, and sustainability.

Formulation and Ingredients

The formulation combines potent botanicals including **Bhringraj, Amla, Jatamansi, Hibiscus, Brahmi, Curry Leaves**, and **Neem**, all infused in cold-pressed coconut and sesame oil bases. Ingredients are hand-harvested, naturally dried, and processed through a traditional slow-cooking method in clay vessels to preserve active compounds.

Each ingredient serves a targeted function:

- **Bhringraj**: Stimulates dormant follicles and strengthens roots
- **Amla**: Antioxidant-rich, prevents premature greying and hair thinning
- **Jatamansi**: Calms the nervous system, aiding stress-related hair fall
- **Neem & Hibiscus**: Anti-inflammatory and anti-fungal properties to combat dandruff
- **Coconut and Sesame Oils**: Deep conditioning agents that nourish and restore scalp health

The oil is dermatologically tested, non-comedogenic, and suitable for all hair types, including naturally treated and sensitive scalps. It is free from synthetic fragrances, parabens, sulfates, silicones, and mineral oil.

Clinical Efficacy and Consumer Feedback

Forest herbs added and consumer studies conducted over a 12-week period have demonstrated significant results:

- 91% of users reported a visible reduction in hair fall within 3 weeks
- 85% saw improvements in scalp texture and reduced dandruff

- 76% noticed healthier hair growth and improved hair density

Consumer feedback has consistently praised the oil's effectiveness in reversing hair damage, improving hair texture, and restoring the scalp's natural balance.

Ethical Sourcing and Community Impact

Sri Neelambari maintains years of excellence in making herbal hair oil for customers. All herbs are sourced through fair-trade agreements with tribal communities across Kerala, Tamil Nadu, and Karnataka. The company reinvests a portion of proceeds into haircare and sustainable farming initiatives in these regions under its “**Green Wisdom**” initiative.

Market Availability

[Sri Neelambari Adivasi Hair Oil](#) is now available across India through:

- **Official website:** www.adivasihairoil.com
- **Select retail partners** in the wellness and organic beauty space

It is available in 250ML, 500ML, and 1000ML formats, with limited-edition packaging for the launch phase. Subscription models and bundled kits are also available for long-term users seeking continuous hair care support.

About Sri Neelambari

Sri Neelambari is a premium wellness brand dedicated to integrating India's rich heritage of natural healing with modern self-care. Through adivasi communities and sustainable farming collectives, the brand aims to deliver authentic, effective, and ethically produced wellness solutions for global consumers.

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Source : Sri Neelambari Adivasi Hair Oil

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