

Puretive Botanics Launches Psori Care Oil – India’s First Botanical Recovery Oil for Psoriasis and Eczema Relief

Bengaluru, Karnataka Jul 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - Puretive Botanics, India’s leading botanical relief and recovery essentials brand, announces the launch of *Psori Care Body + Scalp Oil*—a steroid-free, plant-powered oil designed to support people managing psoriasis, eczema, dermatitis, and inflammatory skin discomfort. This first-of-its-kind formulation offers a gentle yet effective alternative to conventional steroid-based creams, bringing comfort, healing, and dignity to individuals navigating chronic skin conditions.

Developed by expert aromatherapists and formulated for sensitive, reactive skin, the [Psori Care Oil](#) combines time-tested Ayurvedic oil rituals with clinically thoughtful ingredient science. Fast-absorbing and non-greasy, it works to reduce itchiness, restore moisture balance, and repair the skin’s natural barrier—without chemicals, steroids, or confusion.

“We created Puretive because wellness was becoming overly complicated. Psoriasis is painful enough — people deserve gentle, effective care they can trust,” said **Trishla Jain**, Founder of [Puretive](#). “This product is rooted in our belief that true healing comes from clean ingredients, crafted with compassion.”

Botanical Integrity Meets Functional Care

Psori Care Body + Scalp Oil features a synergistic blend of cold-pressed and essential oils known for their anti-inflammatory, antifungal, and regenerative properties:

- **Virgin Coconut & Jojoba Oils** to hydrate and rebuild the skin barrier
- **Vitamin E & Olive Oil** for cell repair and antioxidant defense
- **Tea Tree, Geranium & Rosemary Essential Oils** for microbial balance and faster healing
- **Lavender Essential Oil** for soothing irritation and supporting overnight recovery

Every ingredient is chosen with intention: no steroids, parabens, sulfates, or artificial fragrance—just nature’s best, delivered in its purest form.

Beyond Products: A New Language for Relief

Psoriasis and eczema are more than skin-deep—they affect self-confidence, sleep, and quality of life. Puretive is on a mission to normalize conversations around chronic discomfort, offering not just products, but *plant-powered solutions* backed by education, transparency, and care.

The brand’s newly launched **Knowledge Center** provides users with actionable resources—ranging from nutrition and lifestyle tips to mental wellness practices—to support whole-body healing from within.

Availability & Purchase

Psori Care Body + Scalp Oil is now available exclusively on puretive.co with national delivery and a *Subscribe & Save* option for ongoing care.

About Puretive Botanics

Puretive is a modern wellness brand offering **botanical relief and recovery essentials** across skin, pain, stress, sleep, and daily wellbeing. Rooted in Ayurveda and oil therapy, every product is crafted to simplify self-care for the modern Indian household—using clean, concern-led formulations and deeply empathetic design. With 60+ SKUs across oils, roll-ons, and nutritional formats, Puretive is redefining what it means to feel better—naturally.

Media Contact

puretive-botanics

*****@puretive.co

08904660840

BHIVE Workspace - No.112, AKR Tech park A Krishna reddy layout, B Block, 7th Mile Hosur Rd

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