



The Ancient Ayurvedic Hair Treatment

For professionals use

Indian head massage :

Massage is an integral part of everyday life for Indians and in Ayurvédica practices.

In the West, we tend to consider the **scalp** to be independent of the rest of the body, and to treat it in a different way.

In India, the scalp is perceived as an extension of the skin. As such, it receives the same attention and the same treatments.

Mothers entrust their *savoir-faire* in terms of aesthetic and hair treatments to their daughters, who will in turn pass it on to their own daughters.

This teaching is neither set nor formal: like a recipe passed down through the generations, head massage has gradually developed and become more refined. Each region or family adds its own special touch, according to the climate, the people...

But head massage is not restricted to women alone. Over the years, male hairdressers and masseurs have integrated it into the range of services they offer their male customers, and many men believe that this prevents premature baldness and greying (although this has yet to be scientifically proved).

The benefits of head massage :

Head massage acts on the muscles of the face, head and neck, thus stimulating the circulation of blood (increased oxygen supply to the cells) and lymph (increased efficiency in waste elimination), whilst relaxing the muscles (by the inflow of blood as well as the friction-induced heat).

The layer of tissue covering the skull relaxes: migraines and eye tensions disappear, and the hair follicles are better nourished, which encourages the growth of healthy hair.

Facial lines are rejuvenated.

To sum up, head massage enables:

- **calming of a scalp that has been sensitized** by the colouring process or everyday 'attacks' (blow-drying, dandruff, pollution, use of setting products, ...)
- **revitalisation of the scalp** (by eliminating toxic residues at the roots)
- **toning of the scalp** (by stimulating blood circulation and supplying oxygen to the living cells of the scalp)

in addition, it also brings

- a feeling of **well-being**, of **relaxation**
- **activation of sensory receptors**
- **melting-away of headaches, eye tensions, etc.**

The use of vegetable oils and plant compositions :

Ancient treatment methods, including Ayurveda, have always recognised plants as a factor in health and wellness.

The use of natural vegetable oils to increase the benefits of massage dates from time immemorial. Head massage and the use of recipes combining vegetable oils with plant combinations thus offers a complete intensive treatment for the scalp and hair, which enables shine and vitality to return to the hair.

The Ancient Ayurvedic Hair Treatment proposed by Daynà is based on the use of 2 ayurvedic traditional recipes' products, working together :

+ Indian Ayurvedic Hair Oil Pro – Intense Hair Care Oil:

Applied between color treatments to clean, hydrate, and repair the afflicted or dry scalp (can also be used to treat dandruff), while hydrating the hair.

Like all Ayurvedic oils, this oil is obtained by macerating various plants in an oil base to extract the main active ingredients.

The base oil here is **Coconut** oil.

The main plant ingredients are **Hibiscus** (stimulates hair growth, fights dandruff), **Sacred Indian Basil** (a natural antiseptic and astringent), **Black Cumin** (antioxidant and biocide), ...

+ Indian Ayurvedic Hair Cleansing Care Pro – Plant-based Powder Shampoo

Used after the Intense Hair Care Oil above, this cleansing powder removes excess oil while respecting the hair's natural composition (no detergents).

This washing powder is obtained by reducing various plants containing natural washing (and nourishing) bases to powder.

The main plant ingredients are **Sacred Indian Basil** (a natural antiseptic and astringent), **Shikakai** (powdered acacia pods, which helps to fight dandruff, cleans the scalp and strengthens the hair root), **Vetiver**, **Damascus Rose**, etc.

The Daynà's products are 100% natural

Contains no preservatives, anti-oxidants, synthetic perfumes or petrochemical derivatives

The Daynà's products are not tested on animals !

* *The Ancient Ayurvedic Hair Treatment* is proposed only to hair dressers professionals or well-being units . A training course to the application rituals of professional Daynà products and to the Indian techniques of scalp and hair massage is required.

On completion of this training course, professionals will be able to offer an additional service to their customers, in the form of a **complete treatment for the hair and scalp, according to Indian Ayurvedics' techniques.**

Pour plus de détails, contactez nous en remplissant le formulaire de contact