

# OLEOVA – Nature's solution for hair and skin problems...

**Pritma Singh**

VAV Life Sciences P.Ltd. – 51/B Mittal Court – 224 Nariman Point – Mumbai - 400021, India – Tel +91 22 22836802 – Fax +91 22 22836809 – marketing@vav.in  
www.oleova.com, www.vav.in



They say 'fashion comes and goes, but style is forever'. For women across the world, what else could be the ultimate style statement but long, lustrous hair and a glowing skin! The fetish for these will remain en vogue forever and ever.

Maintaining skin and hair is a challenge these days given the heat, dust, pollution, stress and long working hours in air-conditioned surroundings. Artificial hair and skin treatments are not the permanent solutions for everyday wear and tear.

If you can count yourself to be among the few who are blessed with the coveted crowning glory and flawless skin, you are lucky. If you can't, all you have to do is 'Go Natural'!

## WHAT IS OLEOVA?

The benefits of egg yolk have long been ignored! Mumbai-based VAV Life Sciences has introduced

**OLEOVA** – natural, premium egg oil extracted from chicken eggs using modern technology. VAV Life Sciences is a pioneering name in the field of Active Pharmaceutical Ingredients (APIs), food ingredients and nutritional supplements.

OLEOVA or Egg yolk oil consists mainly of triglycerides with traces of lecithin. It is rich in the "GOOD FATS" or the essential fatty acids like Omega-3 or DHA (Docosahexaenoic acid) and Omega-6 (Arachidonic acid). Although the word 'cholesterol' is not known to elicit pleasant feelings, what we miss out is that what may be bad for one may be good for the other. Studies have shown that cholesterol is essential for the skin and hair.

**Egg oil can be used by most people who are allergic to eggs too as it is free of egg proteins!**

Egg oil has its reference in Unani System (Roghan Baiza Murg) of Medicine (originated circa 1025 AD) for its effectiveness in promoting hair growth and nourishment (ref Biaz Kabir Vol. II). In Indian, Japanese and Chinese traditional medicine, egg oil was traditionally used as a treatment for hair care. Egg oil also has its reference in Alchemy (originated circa 400 BC) in regard to its effectiveness in regeneration of skin and mucous membrane.

## EGG OIL WORKS WONDERS FOR SKIN AND HAIR

### EGG Oil for Glowing Skin

Egg oil is an excellent emollient and has the properties of a moisturizer because of which it is used

in a variety of cosmetic preparations such as creams, ointments and lotions. It helps the texture, lubricating and anti-friction properties of these creams and lotions. It is also a penetration enhancer which makes it an important ingredient in sun-screen products.

As an occlusive agent, egg oil protects against dehydration without disturbing the pores and is easily incorporated in topical preparations since it forms stable oil in water emulsions.

For a blemish-free skin, a regular application of egg oil can work wonders.

### EGG Oil for Healthy Hair

Regular use of styling tools such as straighteners, curling irons or blow dryers can lead to dry and lifeless hair out quickly. Use of alcohol-based products like hair gels, hair sprays and hair colour can also excessively damage hair. Egg oil is one stop solution for treating dull and damaged hair.

The properties of egg create the needed impact on dull and dry hair. Egg helps the hair to recreate itself and maintains the texture of hair with the presence of the important elements. Egg oil is an excellent natural hair nutrient for dry scalp which nourishes hair and promotes growth of healthy hair giving natural softness. It is ideal for use in hair care since it acts as a humectants drawing moisture in as it conditions. It averts falling of hair, prevents premature greying and strengthens hair with regular use.

It has superior nourishing and conditioning property which help in reducing the onset of premature hair loss. Egg oil also promotes the growth of new hair by nourishing the hair roots.