

13. Men's Minimalist Ayur-Grooming Trio

(3 fuss-free, multi-tasking formulas that cover face-wash, beard/hair/body cleanse + after-shave hydration)

Modern male skin often battles late nights, pollution, cigarette smoke and aggressive foaming gels that strip the mantle and spike **Pitta-Vata**.

This pared-down Ayurvedic set keeps the routine under **3 minutes**, yet delivers visible freshness, balanced oil, and healthy follicle support.

Code	Product	Pack Size	Core Function	Classical Inspiration*
M-1	Herb-Foam Face + Beard Wash	120 ml foamer	Sulphate-free daily cleanser, lifts dust from stubble	Khadira-Lodhra kashāya
M-2	Neem-Bhringraj 3-in-1 Hair/Body Bar	95 g cold-process bar	Shampoo • Body soap • Beard bar	Keśya taila + Nimba snāna
M-3	Vetiver-Sandal After-Shave Gel-Lotion	60 ml airless	Soothes razor-burn, light moisturiser, subtle woody scent	Usheera-Chandana śīta lepa

*Lineage column shows classical dravya base; formulas are modernised & preservative-compliant.

M-1 Herb-Foam Face + Beard Wash

Ingredient	Qty
Lodhra bark decoction 10 %	40 ml
Khadira (Acacia) hydrosol	30 ml
Coco-glucoside (8 %)	10 ml
Decyl glucoside (4 %)	6 ml
Vegetable glycerin	6 ml
Panthenol (1 %)	1.2 g
Sodium PCA (1 %)	1.2 g
Allantoin (0.3 %)	0.36 g
Potassium sorbate 0.8 %	0.96 g
Citric acid → pH 5.4	q.s.

Method Dissolve humectants & allantoin in chilled liquids → slow-stir surfactants → add preservative → pH adjust → bottle in foamer.

Indications Sweat, city grime, in-growth-prone beard skin.

Contra-indications Very dry eczema patches (reduce to once-daily).

M-2 Neem-Bhringraj 3-in-1 Hair/Body Bar

Oil phase (@ 5 % super-fat, 95 g batch)

Oil	Qty
Coconut oil	250 g
Castor oil	60 g
Sesame oil	40 g
Neem oil (un-refined)	25 g
Bhringraj herb powder (post-trace)	15 g



Oil	Qty
Lye (NaOH)	As per SAP*
Aloe juice (lye water)	q.s.

*SAP at 5 % super-fat → approx. 71–72 g NaOH for above oils.

Method Cold-process: 40 °C oil-lye, blend to medium trace; stir in bhringraj; mould; gel-phase; unmould 24 h; cure 4 weeks. Final **pH 8-8.5**.

Indications One bar in gym bag: hair, beard, body. Anti-itch scalp & body odour.

Contra-indications Fresh colour-treated hair (high pH may fade dye).

M-3 Vetiver-Sandal After-Shave Gel-Lotion

Phase	Ingredient	Qty
Water	Vetiver hydrosol	20 g
Water	RO water	12 g
Humectant	Aloe-vera juice	10 g
Oil	Sandalwood seed oil	5 g
Oil	Fractionated coconut	4 g
Emulsifier	Capryloyl glycerin/sebacic acid copolymer (2.2 %)	1.3 g
Actives	Bisabolol 0.5 %	0.3 g
Actives	Niacinamide 2 %	1.2 g
Preservative	Geogard ECO 0.8 %	0.5 g
pH 5.3	lactic acid	q.s.

Silky, non-sticky—dries matte in ≤ 15 s.

Indications Razor rash, midday hydration, post-workout cool-off.

Contra-indications Sandal seed oil allergy (rare).

3-Minute Routine Card (include in box)

Step	Action	Product	Time
1	Pump 2× foam, massage 20 s through beard & T-zone, rinse cool.	M-1	0:30 s
2	(Shower days) Rub bar over hair, beard, torso; rinse.	M-2	1:30 s
3	Post-shave or pat-dry: 2 pumps gel-lotion across cheeks, neck; 1 extra on forehead.	M-3	0:45 s

Total < 3 min. Optional splash of **Tejas Mist** (Cat 7) for high-humidity days.

Marketing Hook

“3 Moves • 3 Minutes • 3 Herbs”

Khadira keeps pores clear; Neem guards against odour microbes; Vetiver cools post-shave heat.

Clean formulas - no sulfates, silicones, synthetic fragrance - just a subtle woody scent from sandal seed oil and vetiver hydrosol.



Safety & Shelf-Life

- All products preserved → 9 months; store bar dry.
- Patch-test gel-lotion under jaw 24 h if extremely reactive.
- Avoid bar on broken scalp skin.

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