



LAMAV

Organic Skin Science

Ayurvedic
practices for
wellbeing



At LAMAV, we view beauty as a holistic practice—nurturing our inner and outer health in order to feel healthy, happy and most importantly, in balance. And while there are many different traditions and philosophies that reflect this approach, LAMAV has its roots firmly planted in the wisdom of Ayurveda.

With every product we create, our goal is to combine this centuries-old knowledge with modern science to deliver a head to toe experience that supports your skin, soul and wellbeing. For us, this also means looking beyond your daily skincare routine and the products you apply to your face—and instead, exploring with intention, wellbeing practices that can help you to slow down, rediscover your relationship with self and restore balance inside and out. With the launch of our new Body Range, we have once again turned to Ayurveda

for education and inspiration. And while there are countless practices that can foster wellbeing—including meditation, breathwork, yoga and oil pulling—two that we are particularly passionate about are Garshana Dry Body Brushing and the ritual of Abhyanga massage.

In this eBook, we will take a deeper look at both—sharing their rich history, why these ancient practices are so beneficial for both your skin and overall wellbeing, plus a simple how-to guide that illustrates just how you can incorporate these rituals into your daily self-care routine with ease.



Tarj Mavi
LAMAV Founder

PART ONE:

The wisdom of Ayurveda

As an ancient system of medicine, Ayurveda derives from India and in literal terms, translates as 'the science of life'. However, while Ayurvedic philosophy is deeply layered, what underpins everything is the quest for balance—in all facets of life. The goal is to feel aligned not only with mind, body and soul—but also with nature and the environment.

Ayurveda is also characterised by its description of the Doshas—Vata, Pitta and Kapha—which practitioners use to help determine someone's overall energy and constitution. The belief is that each of us is made up of five different elements—space, air, fire, water and earth—and it's the unique combination and balance of these elements within us that determines our dominant Dosha.

These mind-body types speak not only to our physical form and how our body functions, but also to our emotions, how we feel as well as our likelihood of being prone to certain ailments or diseases. The

goal, ultimately, is to ensure that no matter our dominant Dosha, that we do our best to keep it in balance in order to feel healthy, happy and vital. And this is why incorporating Ayurvedic wellness rituals into our daily lives can be so beneficial!

While the Doshas are also considered to be dynamic—and we can therefore experience elements of each in different ways as we progress through different stages and seasons of our lives—Ayurveda helps us to better understand the strengths and weaknesses of each of these energies, so we are able to better manage them and thrive.



Vata

Those who are Vata dominant tend to feel the cold or have dry skin. They are energetic, dynamic and creative types—linked most closely to the air element. Vata's are often slim, prone to anxiety or worry and can therefore experience digestive issues such as constipation.

Pitta

Pitta types are typically more medium-build, athletic, motivated and tenacious. Unlike Vata's who tend to feel the cold, Pitta's experience good circulation, are often hot and their skin is more likely to be inflamed, irritated or oily.

Kapha

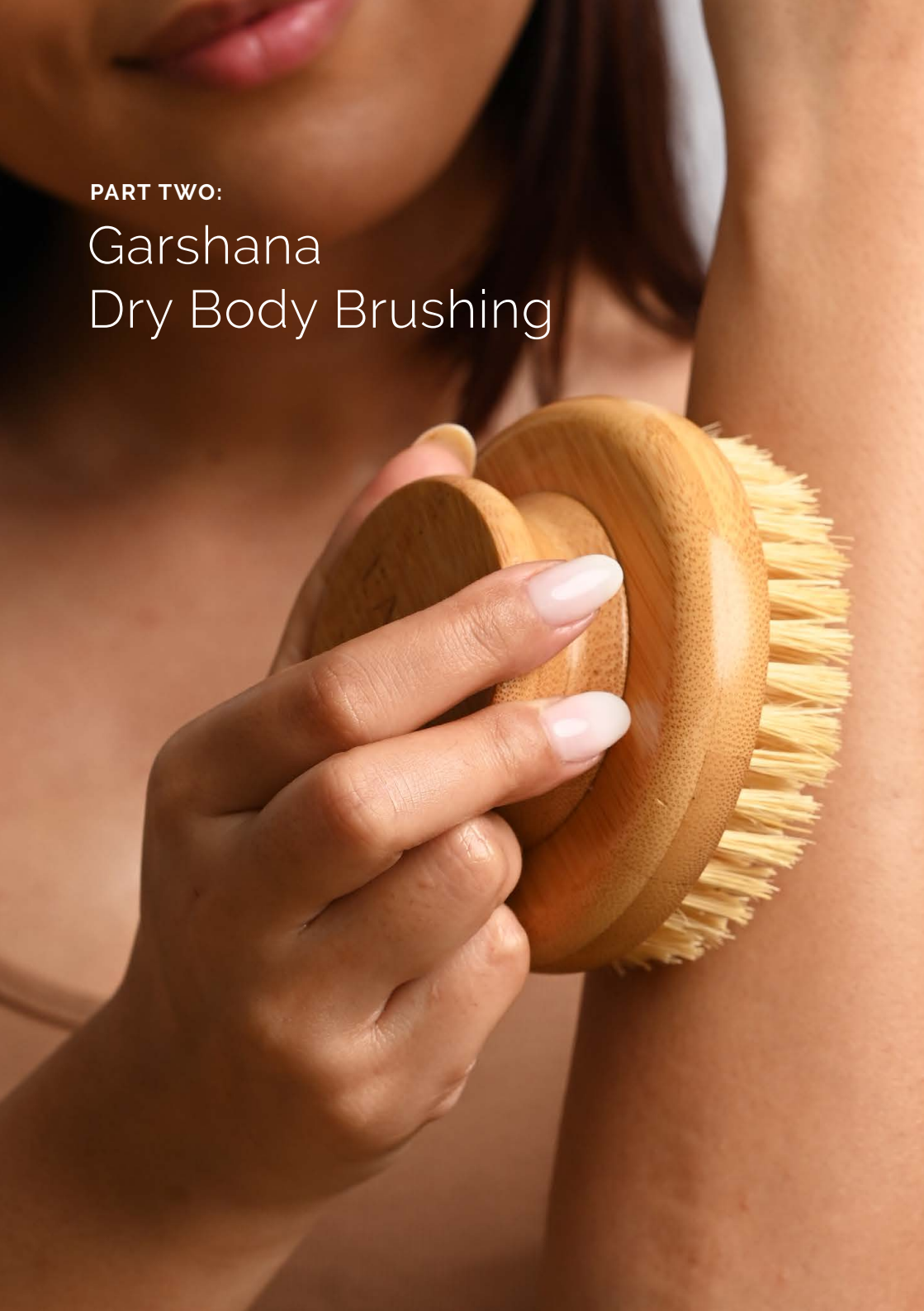
The most grounded of the Doshas, Kapha types are closely linked to the earth and water. Physically they are bigger-boned and can be susceptible to weight gain due to a slower metabolism—but emotionally, they are calm, steady, caring and thoughtful.

While there are many ways to help keep your Dosha in balance—including following the recommended diet for your Dosha and ensuring your lifestyle and external environment are conducive to optimal health—Ayurvedic wellness practices such as daily yoga, Garshana Dry Body Brushing and Abhyanga massage are rituals that everyone (no matter your Dosha) can benefit from.



PART TWO:

Garshana Dry Body Brushing



Body brushing as a stimulating self-care ritual has been around for centuries and many traditional cultures have their own philosophy and method for incorporating dry body brushing into their daily routine. However, in India, this practice is known as 'Garshana' (gar-sha-nuh) and has its roots firmly planted in Ayurveda as a cleansing and healing tool, designed to help improve the body's natural detoxification channels and flush out toxins or ama.

Literally translated as "friction by rubbing", Garshana is performed using a natural bristle brush and when practised daily, can help to keep the body in balance. While topically, Garshana is an excellent way to remove dead skin cells, refresh skin and stimulate cellular turnover—on a deeper level, this practice works to boost circulation and encourage lymphatic drainage. This is key for detoxification as the lymphatic system and its complex network of vessels and ducts, collects and circulates fluid, or 'lymph' around the body. Although we may not give much thought to this process, the transportation of lymph is vital in maintaining optimal fluid balance in the body, assisting with the absorption of fats in the intestines and boosting overall immune function as the lymph nodes function as filters, producing cells and protective antibodies which help to keep our body free from disease and infection.

However, unlike our circulatory system which is in a constant state of flow, our

lymphatic system is not energised on its own and often needs a helping hand as it can easily become stagnant or sluggish—exacerbated further by our fairly sedentary lifestyle. While exercise, daily breathwork and yoga asanas are excellent tools to help keep lymph flowing, Garshana dry body brushing is a simple way to stimulate this internal detoxification system and boost blood flow.

The physicality of Garshana is also a great way to energise and promote warmth throughout the body—but from a beauty perspective, dry body brushing is brilliant for skin rejuvenation. By gently exfoliating the skin, dead skin cells are sloughed away, skin tone and texture is improved, with skin being left feeling firmer, brighter and clearer. The stimulation of blood flow also helps to bring freshly oxygenated blood to the skin's surface, promoting improved cellular renewal, reduced puffiness and decreased cellulite appearance.

Your at-home *Garshana* Ritual

Once you begin to incorporate this sacred ritual into your daily routine, you will naturally discover a pressure and technique that feels right for you—however Ayurvedic practitioners agree that for optimal results, it's important to always brush towards your heart. This is because by using firm, flowing strokes towards your centre, you are working with your body's natural flow of lymph and promoting improved blood flow.

For more sensitive areas and joints, a circular motion is ideal—but be careful to avoid irritated, inflamed skin.

1. On dry skin before a bath or shower, begin your *Garshana* practice by using firm, short strokes across the soles of the feet.



2. Continue with upwards strokes to brush the legs, then circular motions around and behind the knees, before returning to long sweeping strokes up the thighs towards the buttocks.



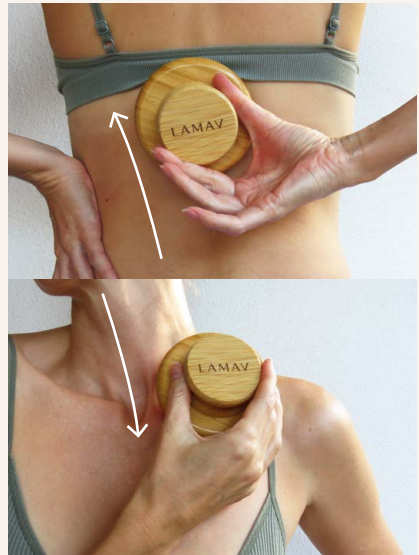
3. To brush the arms, begin at the hands, using sweeping upwards strokes up your forearms, around the elbow and up towards your armpits.



4. Then, use circular clockwise motions to brush the belly in order to assist with the natural flow of digestion.



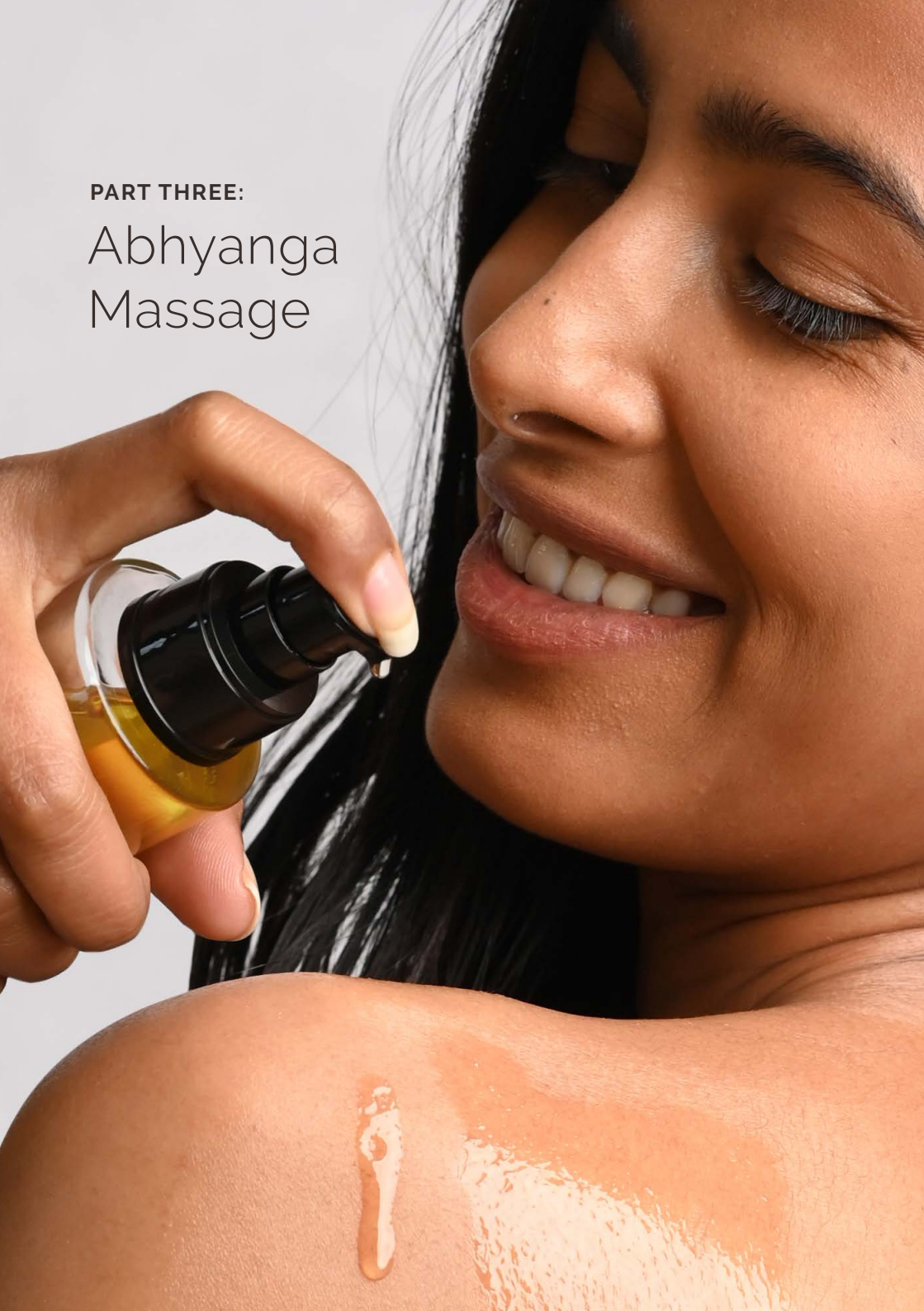
5. Follow with the lower back, again using upward strokes as much as possible, before gently brushing downwards from the neck towards your heart.



6. To complete your Garshana practice, follow with your daily Abhyanga massage and a warm shower.

PART THREE:

Abhyanga Massage



Another Ayurvedic practice that shares a rich history is Abhyanga—or Ayurvedic self-massage. While Abhyanga is translated to mean “lovingly oiling the body”, it actually derives from an ancient Sanskrit word Snehana, used to describe oil therapy and is one of Ayurveda’s oldest and most treasured practices.

Mentioned in three ancient Ayurvedic texts which are thought to share the foundations of Ayurvedic medicine—Charaka Samhita, Sushruta Samhita and the Ashtanga Hridayam—Abhyanga can be performed by an Ayurvedic practitioner, or practised daily at home using a therapeutic herbal oil that works synergistically with your Dosha. When practised regularly, Abhyanga not only restores balance to the body—but promotes increased wellbeing and longevity.

As with Garshana, the positive benefits of Abhyanga are far-reaching. Not only does the practice continue to stimulate lymphatic drainage, boost circulation, reduce inflammation and relieve muscle soreness—all of which assist with detoxification of the body—but on a topical level, Abhyanga is an excellent way to improve tone and texture, while also feeding the skin’s delicate microbiome and strengthening its natural barrier. Most importantly however, as a ritual of self-care, the practice helps to calm the mind, reduce feelings of anxiety and soothe the nervous system whilst

simultaneously supporting immune function and bring about a sense of love and respect for one’s own body.

For optimal results, it’s important to also select an Ayurvedic oil that has been properly prepared and infused with herbs that are designed to complement and balance your Dosha. At LAMAV, our body oils are unique as they have been developed following the traditional Ayurvedic method of incorporating the whole herb in order to obtain the fat-soluble properties of the plant and retain as many of its benefits as possible. The oil is then infused over a period of about 14 days to ensure its beneficial properties and healing energy remains, before being blended with a carrier oil that has been selected for its ability to absorb and retain all the body and beauty-boosting benefits of each ingredient.

As the oil enters through the skin, Ayurvedic philosophy also speaks to how the beneficial properties of the herbal oil become even greater—supporting all five elements of the body and strengthening our Dosha.

Abhyanga At Home / Instructions

The main objective with Abhyanga massage is to stimulate and soothe the body—using firm but gentle strokes. It's important that the practice feels nourishing, rather than painful.

While Abhyanga is intended as a daily practice, practitioners agree that massage should be avoided if you're feeling unwell or have a fever, and when menstruating. As with Garshana dry body brushing, also avoid any areas of irritated, inflamed or sensitive skin.

1. Before showering, warm your preferred LAMAV Ayurvedic Body Oil by placing it in hot water until it reaches your desired temperature.



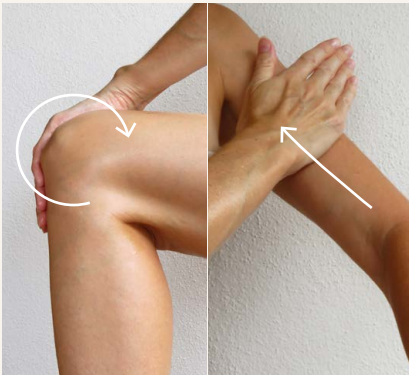
2. Begin your massage at the crown of the head, using your fingers to rub gently in a clockwise motion.



3. Then, focus on your extremities—the hands and feet—using an open, flat palm and firm strokes.



4. To massage the arms and legs, use firm upwards and downwards strokes, switching to circular motions for your joints.



5. To massage the belly, use circular clockwise motions to assist with the natural flow of digestion.



6. Follow with your chest, using upward strokes from underneath the breasts up towards your collarbone and neck.



7. Reach your lower back as best you can, using your fingertips to massage downwards, promoting increased energy.



8. Take your time, massaging the whole body for up to 20 minutes—and if possible, allow the oils to penetrate for several minutes before enjoying a warm shower.

LAMM

Ayurvedic
Body Oil
Lavender, Chamomile
and Neroli

UNWIND

LAMM

Ayurvedic
Body Oil
Blue Tansy, Yang Yang
and Jasmine

UPLIFT

LAMM

Ayurvedic
Body Oil



NOURISH
Ayurvedic
Body Oil
Sandalwood, Marjoram
and Cedarwood

LAMAR



100%
VEGAN

100%
NATURAL



Ayurvedic
Body Oil

UNWIND

120ml e 4.06 fl.oz.

120ml e 4.06 fl.oz.

PART FOUR:

Meet the range

Inspired by ancient Ayurvedic healing traditions, our new Body range features three luxurious body oils to help bring balance to your mind, body and soul.

Ayurvedic Body Oils

UPLIFT: Ideal for when you're feeling flat or sluggish. This rejuvenating blend of Blue Tansy, Ylang Ylang and Jasmine essential oils enhances mood and reenergises—rebalancing mind, body and soul. Delivers an intense burst of hydration, for softer, smoother, more supple skin.

UNWIND: Feel tension slip away with this uniquely calming blend of Lavender, Chamomile and Neroli essential oils. Formulated to elevate your self-care ritual and promote intense relaxation for a deeper, more restful sleep. Delivers an intense burst of hydration to leave skin feeling smooth, supple and soft to touch.

NOURISH: Care for your skin and body with this heart-warming and restorative blend of Sandalwood, Marjoram and Cedarwood. Supports mental clarity, balances emotions and enhances serenity. Restorative and nourishing essential oils and bio-actives deeply hydrates to transform the appearance of dry skin—leaving it feeling smooth, supple and soft to touch.

Garshana Dry Body Brush

Inspired by ancient Ayurvedic healing traditions, Garshana dry body brushing is a nourishing ritual that stimulates lymphatic drainage, improves the body's natural detoxification channels and boosts circulation to revitalise and rejuvenate skin. Natural sisal bristles gently slough away dead skin cells and stimulate cellular turnover for brighter, firmer, more radiant skin. Incorporated daily, Garshana dry body brushing is a powerful way to increase blood flow, boost vitality, decrease puffiness and reduce the appearance of cellulite.

Vitamin C Hand Cream

Complement your self-care ritual with this nourishing and fast-absorbing hand cream. CoEnzyme Q10 and Shea Butter provide a powerful antioxidant shield, supporting skin repair and regeneration while Hyaluronic acid delivers intense and immediate hydration. Vitamin C and adaptogenic actives Ashwagandha and Amla help to neutralise the impact of external stressors, reduce inflammation and leave hands feeling soft and supple.





LAMAV

Vitamin C
Hand Cream
60ml e 2.0 fl.oz.

LAMAV

Ayurvedic
Body Oil
UP LIFT
120ml e 4.06 fl.oz.

LAMAV

Ayurvedic
Body Oil
NOURISH
120ml e 4.06 fl.oz.

LAMAV

Ayurvedic
Body Oil
UNWIND
120ml e 4.06 fl.oz.



