



WE LIVE AND DYE NATURALLY™

www.auraherbalwear.com



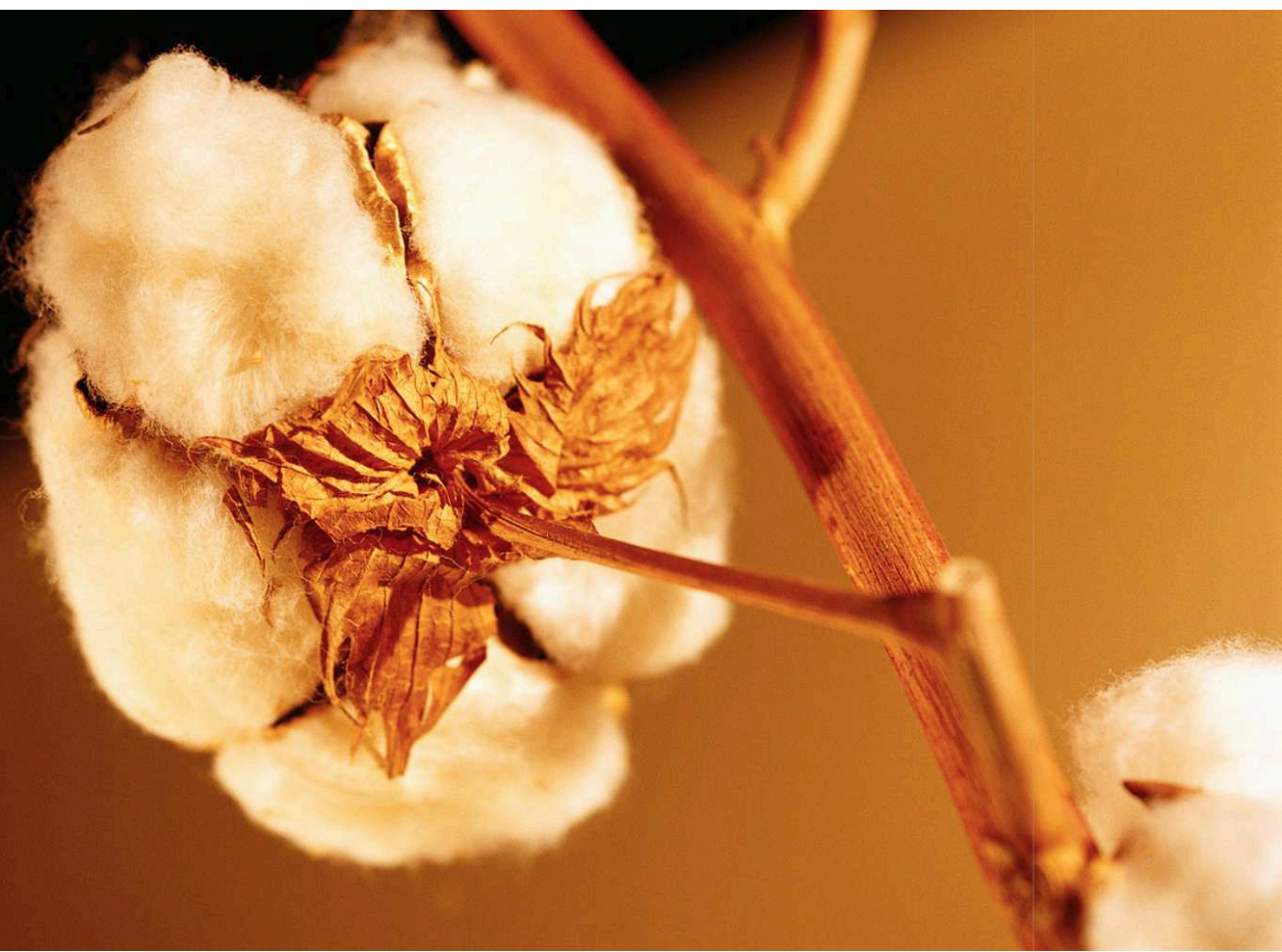
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INTRODUCTION

Aura herbal textile ltd. was established in Year 2001 for environmental and social reasons. Our knowledge of the harmful textiles chemicals disposed in reverse bores & river streams, ruining water used by hundreds of innocent families made us determined to produce textile which can have positive impact to our ENVIRONMENT and SOCIETY. This passion gave birth to AURA. Thus we moved on a mission to expand our business venture around an innovative process of producing herbal textiles and inspired by ancient AYURVEDIC process which could help in preventing GLOBAL WARMING and POLLUTION related to textiles.

Our core competency is our innovation "HERBAL DYEING" which competes ecological cycle that no other dyeing technique can achieve. Most of the natural herbs in our dyeing process have MEDICINAL PROPERTIES and are bio degradable. It saves river, underground water, soil from polluting and play a significant role to save earth. Most of the ORGANIC TEXTILES today are dyed using low impact or eco friendly dyes which use most of the same chemicals that conventional dyeing use but in regulated manner, thus the low impact. The process used to make Aura's textiles right from growing cotton to the finished product is completely organic and chemical dye free. Medicinally rich herbs are used for different textile processes, which are important ingredients of our products & completes the story of organic cotton.

At Aura, our only dream is to offer options to each and every user to choose an herbal dyed textile over chemical dyed one, with no limitations to design, quantity, and quality.



WHAT IS ORGANIC COTTON ?

More than 10% of the world's pesticides and nearly 25% of the world's insecticides is consumed in growing conventional cotton.

ORGANIC COTTON is grown WITHOUT using Chemicals PESTICIDES/INSECTISIDES from plants which are not genetically modified.

Organic cotton is grown using methods and materials that have low impact on the environment. Organic production system replenishes and maintains soil fertility using natural and herbal manures.

Cotton sold as organic must be grown according to the international guidelines for organic crop production. The third party CERTIFICATION organizations verify that organic producers use only methods and materials allowed in organic productions.

BENEFITS OF ORGANIC TEXTILE

- Organic clothing can help reduce exposure to allergies and other irritants and give a comfortable feeling.
- Manual farming and organic practices have a lower carbon footprint.
- Not grown from genetically modified cottonseed.
- Grown with natural rather than synthetic pesticides and fertilizers, no chemical defoliants used.
- Strict testing ensures the absence of contaminants like nickel, lead, formaldehyde, amines, pesticides and heavy metals.
- People with allergies and chemical sensitivity especially benefit from organic cotton clothing, as conventional cotton may retain harmful toxic residues. Even if you don't have sensitive skin, organic cotton will just feel better against your skin.



HERBAL DYEING PROCESS

Various 8000 CHEMICALS are known to be in use in textiles industry for getting the vibrant colors we see today.

The herbal dyeing process is one step ahead of organic textile. The core concept of growing organic cotton is to ELIMINATE the impact of harmful CHEMICALS and PESTICIDES which are used in course of growing it and further.

The process of herbal dyeing was developed through extensive research adopting the age-old AYURVEDIC DYEING methods practiced during Indus valley civilization.

HERBAL DYEING FOR ORGANIC TEXTILE

Herbal dyeing on organic grown textiles gives an extra edge in the genuineness as it complete the process. The core concept of growing organic cotton is to eliminate the impact of harmful chemicals and pesticides which cannot be accomplished if chemical dyes are used at a later stage in further treatment of organic fabric. CHEMICAL DYES are also known to result in PROBLEMS like skin rashes, headache, trouble concentrating, nausea, diarrhea, fatigue, muscle and joint pain, dizziness, difficulty breathing, irregular heart beat and seizures. The concept of Aura Herbal wear is to manifest HERBAL ESSENCE in every aspect of clothing i.e., from production to end use.

Apart from this, herbal dyed textiles can also help in preventing the diseases which otherwise are common with conventional clothing. CLOTHING comes into prolonged contact with your skin, toxic chemicals are absorbed through your skin and skin pores are opened to permit perspiration. Once absorbed by humans, heavy metals tend to accumulate in the liver, kidney, bones, heart and brain. The effects on health can be significant when high levels of accumulation are reached. The effect is particularly serious in children due to effects on growth and their relatively low body mass.



CHARITY BEGINS AT HOME

Our Commitment : To offer the best in terms of PRODUCTS, SERVICES, originality, social contribution and compensation to our staff and partners.

GREEN INFRASTRUCTURE

In order to bring a nature-friendly environment in our infrastructure, we decided that the integral part of our unit should be organic. Our set up supports the organic and environmental issues at almost all stages in textiles. Our expansion of unit was inspired by the "GREEN FACTORY" concept. We have composite departments for weaving, dyeing and stitching.

FAIR TRADE + SOCIAL IMPACT

We are very particular in paying our staff FAIR and SUSTAINABLE wages as to better their lives. The working conditions are very favorable and we pay according to current market prices. All our factories, packaging, and workers uphold respectable social and environmental standards. We do not support child labor at all and are sweat shop free. We are affiliated with NGOs and Self sustaining women's group and provide livelihood programs to make them self-reliant.

ENVIRONMENTAL RESPONSIBILITY

Our company has no toxic waste, thus saving local communities from the contamination of soil, water and air. We at Aura, dye and process the textiles using only natural resources like medicinally rich herbs, plants, flowers, fruits, stems, barks and minerals etc. which are known to have medicinal properties like ANTI-BACTERIAL, ANTI-INFLAMMATORY and ANTI-ALLERGIC. Thus tons & tons of carbon emissions are being prevented by using herbal dyed textile since the use of natural resources and complete recycling. .



ORGANIC T-SHIRT



ORGANIC SPA



ORGANIC SHIRT



ORGANIC UNDERGARMENT



ORGANIC FABRICS



ORGANIC BAGS



ORGANIC SCARF

PRODUCTS

Our herbal dyed organic products are soft in feel and will have more strength than conventional in comparison. These products are BIO COMPOSTIBLE; by using these products you will make contribution to the betterment of your lifestyle and environment. The herbal colors are extremely therapeutic to eye, mind and body. All of the herbs have therapeutic uses as botanicals (herbs), or as homeopathic (diluted), or as nutritional supplements (minerals). It is extra smooth and good for transpiration. The colors are unique and cannot be duplicated with any dyes, thus new shades are achieved.

ORGANIC T-SHIRT

Buying Aura's 100% chemical free and organic herbal t-shirts helps reduce your carbon footprint significantly compared to people who choose conventional and chemical dyed merchandise.



To save the Planet, we all have to evolve, ecologically. Partner with us to a cleaner, greener future.

ORGANIC UNDERGARMENT

Aura - Ayurveda Down Under undergarments are the most skin friendly, soft and comfortable. Our 100% GOTS certified herbal dyed organic undergarments are food for your skin, with highest style and quality.



ORGANIC SHIRT

Whether you promote your company's logo or individual identity, Aura's wide range of herbal dyed organic shirts will give you confidence that you are conscious about the environment & planet earth. Our sun white formal shirts are the perfect merchandise to promote your brand and to gift your employees.



ORGANIC SPA

Our herbal dyed organic Spa collection not only give the user the most natural spa wear but also gives the opportunity to the spa & health clinics running across the globe to be 100% organic & natural.



ORGANIC FABRICS

The widest range of GOTS certified organic fabrics will give you a chance to look at the beauty of nature, with Aura offering all in all fabrics herbal dyed and printed. We manufacture the best quality organic fabrics dyed & printed with medicinally rich herbs. Our plain & printed woven & knit fabrics have a light weight to heavy weight feel maintaining a soft hand, drape and luster- perfect for all your fabrics needs.



HERBS & MEDICINAL PROPERTIES

| HERB | LATIN NAME | IMAGE | COLORS | DESCRIPTION |
|----------------|---------------------|---|---|--|
| MADDER | RUBIA TINCTORUM |  |  | Madder's leafy tops sprawl untidily over the ground and their clusters of tiny yellow-green flowers are insignificant. Yet, to the dyer, madder is a miracle of color because its roots contain alizarin, one of the most valuable red dye pigments ever known. |
| HARITAKI | TERMINILIA CHEBULLA |  |  | Haritaki is so named because it grows in the abode of Hara (the Himalayas); it is green (harita) in the natural colour and it cures (harayet) all diseases. |
| CUTCH, CUTECHU | ACACIA CATECHU |  |  | The dyestuff known as cutch or catechu is an extract usually made from the heartwood of Acacia catechu, a small thorny tree. It yields orange-brown dyes that are rich in tannin, and was used in India calico printing before its introduction to the West. It is used mainly to dye cotton and silk. |
| INDIGO | INDIGOFERA SPECIES |  |  | Indigo's ability to produce an extensive range of beautiful blue shades has made it the most successful dye plant ever known. The commercially available indigo powder is made from the leaves of Indigofera tinctoria, which requires hot, sunny and humid growing conditions to flourish. |
| TURMERIC | CARCUMA LONGA |  |  | Turmeric belongs to the same family as ginger. Sometimes known as "Indian saffron", it is the source of the familiar yellow color of many Asian curry dishes. Both the culinary spice and the dye are obtained from its root. Turmeric was and still is used for textile painting and printing in India. |
| ONION | ALLIUM CEPA |  |  | The outer skin of this common vegetable is one of the most useful and readily available dyestuffs. It is ideal for the novice dyer's first experiments since it reliably produced rich, vibrant shades of orange, yellow, rust and brown on all fibers, and does not impart any odor to the dyed material. |
| POMEGRANATE | PUNICA GRANATUM |  |  | The edible pomegranate fruit yields an ochre-yellow dye and the skins are rich in tannin, which improves colorfastness. The pomegranate dye lacks brilliance so it is often mixed with turmeric root to make the color brighter. In India and Southeast Asia it is used as a mordant and a dye. |



GOOD FOR ENVIRONMENT, GOOD FOR YOUR SKIN

"PREVENTION IS BETTER THAN CURE"

There are at least 8000 various chemicals known to be in use to process textiles in various stages. Dyes used in textiles can cause allergic reactions. It varies according to the climate, individual resistance and the chemicals involved in the processing right from fibre to garments.

Textiles and Textile dye and allergy

During the dyeing process the textile dyes bind to the fibres of the fabric. Sometimes there is a surplus of dye, which is not bound in the fabric's fibres, and this can bleed onto the skin. Many chemicals are used in the different textile dyes. The chemical dyes that belong to a group called azo dyes are the most allergenic. Azo dyes are used mostly to colour synthetic fibres such as polyester and nylon. These dyes are water soluble; sweat can have the same effect, which leads to the dye coming in direct contact with the skin and increasing the risk of developing an allergy.

What are the symptoms?

The main symptom is eczema. The skin is itchy, red and swollen with spots or bumps and possibly also blisters. The eczema usually starts where the clothing has the closest contact with the skin. For example, if the dye of a shirt or blouse is causing the eczema, the inflammation will appear around the armpits and the neck. Hand eczema is also a symptom, especially if contact with the dyes is work-related.

How frequent is it?

Textile dye allergy occurs more frequently in countries with a warm climate. For example, in Italy it is not unusual that 50 out of 1000 eczema patients have textile dye allergy where as the numbers in India is bound to be higher for the same. This may be due to people sweating more in warmer climates and, as a consequence, greater bleeding of textile dyes. It may also be due to the greater popularity of synthetic textiles in warmer countries and, with this, the greater exposure to textile dyes.



How is it diagnosed?

Symptoms and diagnosis

If the localization of the patient's eczema and his or her medical history suggest textile dye allergy, a patch test, also called a plaster test, is done to confirm the diagnosis. In addition to the actual dyes tested small pieces of the item of clothing thought to provoke the allergy can be tested too.

Are there other causes of textile dye allergy?

Some textiles are treated with other chemicals to give a special finish. These chemicals are called Textile Finish Resins. They give textiles bulk or make them water or crease resistant. Textile Finish Resins release formaldehyde and may provoke allergic reactions.

Some textile dyes are used to a limited extent in permanent hair dyes. This means that if a person is allergic to hair dye he or she may also be allergic to textile dyes and vice versa. However, this is seemingly rare.

What can you do yourself?

If you are allergic to textile dyes, you should avoid wearing deeply coloured clothing, particularly if the item is directly next to your skin. Choose light-coloured clothing and undyed or Herbal dyed clothing with 100% natural fibres (Organic cotton, cotton, linen, silk, wool).

"Chemicals found in clothes and household textiles can cause skin irritations, allergic reactions, asthma, and bronchitis." So says toxicologist Helle Buchardt Boyd from the Danish Toxicology Centre, one of the researchers involved in the Danish Environmental Protection Agency's recent report, "Chemicals in Textiles".

The researchers found 27 substances that they considered to be an environmental risk, a health risk to shop staff, or a health risk to consumers. These included chemicals, dyes, metal residues and the like in imported clothing and household linens.

Some of the important known toxic chemicals and processes involved in the textiles are mentioned in below table

| CHEMICALS/AGENT | HEALTH RISK TO CONSUMER | RISK TO WATER & ENVIRONMENT | RISK TO CONSUMER & ENVIRONMENT WITH AURA HERBAL DYEING |
|------------------------------------|-------------------------|-----------------------------|--|
| pH VALUE | YES | YES | NONE |
| FORMALDEHYDE | YES | YES | NONE |
| EXTRACTABLE HEAVY METALS | YES | YES | NONE |
| CHROMIUM VI | YES | YES | NONE |
| RESIDUE OF PESTICIDES & HERBICIDES | YES | YES | NONE |
| PENTACHLOROPHENOL (PVP) | YES | YES | NONE |
| PVC PLASTICIZERS-PHTHALATES | YES | YES | NONE |
| ORGANIC COMPOUNDS | YES | YES | NONE |
| AZO/CARCINOGENIC/ALLERGIC DYES | YES | YES | NONE |
| CHLORINATED ORGANIC CARRIER | YES | YES | NONE |
| BIOCIDES | YES | YES | NONE |
| FLAME RETARDANTS | YES | YES | NONE |
| COLOUR FASTNESS (STAINING) | YES | YES | NONE |
| DETERMINATION OF ODOUR | YES | YES | NONE |
| RELEASE OF NICKEL | YES | YES | NONE |

The recent CNN report revealed that new testing procedures (chemical burden testing) reveal that young babies and children actually do have increased levels of chemicals in their bloodstream and skin. Because clothing comes into prolonged contact with one's skin, toxic chemicals are often absorbed into the skin, especially when one's body is warm and skin pores have opened to allow perspiration. Symptoms in adults for chemical sensitivity range from skin rashes, headaches, trouble concentrating, nausea, diarrhea, fatigue, muscle and joint pain, dizziness, difficulty breathing, irregular heart beat, and/or seizures. Symptoms in children include red cheeks and ears, dark circles under the eyes, hyperactivity, and behavior or learning problems.

PATENT AND CERTIFICATION



PROCESS PATENTED FOR HERBAL DYEING USING MEDICINALLY RICH HERBS.



GLOBAL ORGANIC TEXTILES STANDARD CERTIFIED*



ORGANIC CERTIFICATION AGENCY, USA



1% TO SOCIAL CAUSE



NOT TESTED ON ANIMALS



ALMOST ZERO CARBON FOOTPRINT

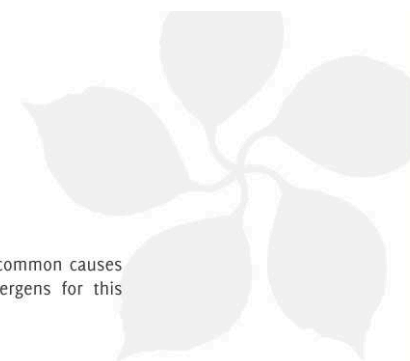


TOTAL RECYCLING

* Khadi, Silk, Wool or any blended fabric may not be certified organic

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