

 **aura**



Herbal & Organic Spa Collection



“We Live and Dye Naturally”

The term Spa is usually associated with a place wherein one can relax, refresh and rejuvenate in wholesome manner.

In a very early age spa was known as water treatment although now it has taken much diversified shape and many other things like auyurvedic massage, yoga, panchkarma and many other treatments have become integral part of the same over the time. However one thing which has been emphasized constantly in the spas is the use of the natural therapy with natural ingredients as much as possible but we found many spas flooded with artificial cosmetics and textile which became an inspirational point that made us introduce our special SPA COLLECTION .

Our products not only give the user the most natural spa wear but will also give the opportunity to the spas & health clinics running across the globe to be 100% organic & Natural.

We want to promote *organic and herbal dyed textiles* through the SPAS because we believe it is the place where in it will be meaningfully appreciated most and people would love this concept and would feel great to be treated by something which has not been passed through deadly chemicals and would find their self most near to nature.

About Aura

“*Aura* Herbal Textiles is a venture initiated only for environmental & social reasons by Arun and Sonal. Our move from industrial waste recycling to herbal textile manufacturing & processing was inspired from the harmful impact the existing textile industry was causing to the workers, users & the community. Our knowledge of the harmful chemicals disposed in the reverse bores & rivers streams, ruining the water used by hundreds of innocent families made us determined to produce textiles which can have a positive impact to our environment & society. And this passion gave the birth to AURA wherein our major competitive strength is that we can naturally dye textiles on a commercial scale. Our core competency is our innovation “HERBAL DYEING” which completes ecological cycle that no other dyeing technique can achieve and this is our unique selling proposition (USP). We have standardized the colour pallet using bio techniques. Most of the natural herbs used in the dyeing process have medicinal properties and they are bio degradable. It saves river, underground water, soil from polluting and play a part to save the earth. Most organic textiles today are dyed using low impact or eco friendly dyes which use most of the same chemicals that conventional dyes use. The process used to make Aura’s textiles right from growing cotton to finish product is completely synthetic chemical free. Medicinally rich herbs are used for different textile processes, which are important ingredients for our products & completes the story for organic cotton. This not only has a significant positive impact on environment but would help in bringing a social awareness too.”



Towels

ORGANIC HERBAL DYED TOWELS

Our 550 GSM single pile towels are made from 100 % organic herbal dyed cotton coupled with beautiful feel and shades of the nature are very soft and absorbent.

SHOWER TOWEL CODE : ASST

HAND TOWEL CODE : ASHT

FACE TOWEL CODE : ASFT

COLOUR :

Kasam Olive - Natural Ecu - Chocolate - Ash

Pink - Sun White - Harda Cream



Kasam Olive

Natural Ecu

Chocolate

Ash Pink

Sun White

Harda Cream





Robes

ORGANIC HERBAL DYED UNISEX TERRY ROBES

With the same natural feel and shade as towel but made from 100% organic cotton herbal dyed lighter weight 350 gsm single pile terry fabrics. These robes are perfect for men and women are with 2 front pockets and a belt.

CODE : ASTR

SIZE : S, M, L

COLOUR :

Kasam Olive - Ash Pink -

Chocolate - Sun White





chocolate



chocolate



sun white

ORGANIC HERBAL DYED UNISEX WAFFLE ROBE

Made from 100% organic herbal dyed cotton with stylish light wight waffle with the contrast color collar and two front pockets with a belt are good for men & women both.

CODE : ASWL

SIZE : S, M, L

COLOUR :

Chocolate - Sun White



Robes

ORGANIC HERBAL DYED UNISEX POPLIN PRINTED ROBE

Mountain leaf print and stone leaf prints are inspired from fallen leaves on mountains, these robes are made from 100% organic herbal dyed medium weight poplin. Appreciated by both men & women.

CODE : ASPPR

SIZE : S, M, L

COLOURS :

Mountain Leaf - Stone Leaf





kasam olive

natural ecru

chocolate

ash pink

sun white

harda cream



Bath Sheets

ORGANIC HERBAL DYED BATH SHEETS

Our 100% Organic cotton herbal dyed 460 GSM single pile bath sheets are coupled with beautiful feel and shades of the nature & are very soft and absorbent.

CODE : ASBS

SIZE : One size

COLOUR :

Kasam Olive - Natural Ecru - Chocolate - Ash Pink - Sun White - Harda Cream

Bath Mats

ORGANIC HERBAL DYED BATH MATS

Our bath mats have long, thick and extremely luxurious pile made from 100% organic herbal dyed double pile 900 GSM cotton.

CODE : ASBM

SIZE : One size

COLOUR :

Sun White - Chocolate - Kasam Olive



Aprons

ORGANIC HERBAL DYED APRONS

These aprons are available in 2 different kinds of 100% organic herbal dyed fabrics i.e. yarn dyed and oxford matty and are specifically designed for spa which has 3 front pockets and adjustable straps with beautiful coconut buttons.

CODE : ASAPR

COLOUR :

Bark Brown solid - Sun white - Checks



bark brown solid



sun white



checks

Hand Mitts



Sheets



ORGANIC HERBAL DYED HAND MITTS

Carrying the same earthy and natural shades of towels, hand mitts are made from 460 GSM 100% organic cotton terry fabrics are very soft and smooth for multiple spa usages.

CODE : ASHM

SIZE : One Size

COLOUR : Kasam Olive - Natural Ecu
- Chocolate - Ash Pink - Sun White -
Harda cream

ORGANIC HERBAL DYED FLAT AND FITTED SHEET

You would love to take spa massage on this high quality soft and smooth sheet made from 100% organic herbal dyed cotton poplin.

CODE : Flat sheet (code:ASFS)

CODE : Fitted sheet (code:ASFTS)

COLOUR : Sun White

ORGANIC HERBAL DYED PRINTED EYE MASK WITH COVER

Mountain leaf print and stone leaf prints used for making the eye mask are made from very smooth high quality 100% organic herbal dyed cotton poplin will make you feel very relaxed and fresh.








CODE : ASEPC | SIZE : One Size

COLOUR : Mountain Leaf - Stone Leaf



stone leaf

Eye Mask

HERB*	IMAGE	DESCRIPTION & PROPERTIES
ONION		<p>Onion is known to have the medicinal properties to cure fever and cough. We use it to develop vibrant shades of orange, yellow, rust and brown.</p>
TURMERIC		<p>It is known for its high value therapeutic properties of curing skin problems. We use this herb to produce the shades of orange and yellow.</p>
POMEGRANATE		<p>This fruit is known to have the medicinal properties to cure constipation and popular as appetizer stuff also produces the shades of orange and yellow.</p>
CUTCH / CUTECHU		<p>The dyestuff known as cutch or catechu is an extract usually made from the heartwood of Acacia catechu. It yields orange-brown dyes that are rich in tannin and known to have effective in improving metabolism.</p>
INDIGO		<p>This herb is known to good for people having Excessive heat, sweat, and odor or Itching kinds of problems. We use this herb for developing the shades of blue.</p>
MADDER		<p>This herb is known to have medicinal properties to cure skin diseases including leprosy also effective in urinary problems. We use this herb for developing our ash pink, madder red & sandalwood red.</p>
HARITAKI		<p>This is known as the king of the herbs for its very high medicinal properties. This is the major herb used to develop harda cream, kesu orange, and leaf green shades.</p>

ORGANIC AND HERBAL DYED TEXTILES BENEFITS

The herbal dyeing process is one step ahead of organic textile as the core concept of growing organic cotton is to eliminate the impact of harmful chemicals and pesticides that are used in the course of growing it. But is meaningless if further again the textile is sunk in the SYNETHIC CHEMICALS to dye and finish them. We bring to you the option to eliminate deadly chemicals from your clothes & textiles as well as from the environment, which ensures a sustainable life for the global community.

Below are some benefits of **Organic & Herbal Dyed Textiles**.

- We have only 0.6 % surface water in world at our disposable and can be used constructively. Chemical processing contaminates Soil, water and air dangerously. By 2025 one third of world is bound to suffer from acute shortage of water according to survey and organic herbal dyed textile would help in massive saving of precious water.
- Toxic chemicals from dyes are creating severe environmental havoc in form of air, water & soil pollution and organic and herbal dyeing would mitigate that.
- Balances the Ecology cycle completely.
- Manual farming, organic practices and herbal dyeing have the lowest carbon footprint as the entire process consumes less fuel and energy and emits fewer greenhouse gases compared to chemical textiles.
- People with allergies and chemical sensitivity especially benefit from organic & Herbal dyed cotton clothing, as conventional cotton may retain harmful toxic residues because we breathe through skin more than the nose. Even if you don't have sensitive skin, our cotton will just feel better against your skin.
- Children are at greater risk for pesticide-related health problems than adults. Millions of children in the US receive up to 35% of their estimated lifetime dose of some carcinogenic pesticides by age five through food, contaminated drinking water, household use, and pesticide drift.
- Organic farming Improves soil fertility, increases cotton yields.
- Strict testing ensures the absence of contaminants like nickel, lead, formaldehyde, amines, pesticides and heavy metals.
- GLOBAL WARMING is mounting, where textile industry is contributing a lot in terms of GREEN HOUSE GASES and before it creates havoc we need to generate awareness and need to take rigid and thoughtful steps in improving environmental issues.

SIZE CHART

Shower Towel	27" x 54"	69 x 137 cm
Hand Towel	16" x 24"	41 x 61 cm
Face Towel	12" x 12"	30 x 30 cm
Bath Sheet	30" x 60"	76 x 152 cm
Bath Mat	20" x 35"	51 x 89 cm
Flat Sheet	90" x 54"	229 x 137 cm
Fitted Sheet	93" x 45"	236 x 114 cm
Apron	23" x 26.5"	58 x 67 cm
Hand Mitts	6" x 7.5"	15 x 19 cm
Unisex Robes	Chest	Body Length
	S	34" - 38" 86 - 97 cm
M	38" - 42" 97 - 107 cm	52" 132 cm
L	42" - 46" 107 - 117 cm	56" 142 cm

SOCIAL IMPACT / HERBAL DYEING - FABRIC CARE

Social Impact is about the impact of products or services on individuals & groups of people. It's about balancing the needs of an individual with the needs of the overall community.

To bring and create the social awareness we are doing the following:

- The materials used are non toxic allowing the workers a healthy working environment. No toxic discharges saving the community for toxic chemical exposure through water & air.
- The user wears a chemical free garment protecting them from allergies & carcinogenic textiles.
- Ensure fair income & working environment.
- Providing work to physically challenged girls.
- Affiliations with NGOs & self sustaining women groups.
- Supporting causes like women welfare & child development.
- Ban on child labour, ban on forced labour.

AURA wash care : Hands wash separately - Cold water (30° C) - Use mild detergents only - Do not bleach or scrub - Dark colors may bleed - Dry on a hanger in shade - Iron warm on reverse - Avoid all contact with citric content substances.

TERMS & CONDITIONS

For company terms and condition regarding packaging, shipping and payment please visit our website :

www.auraherbalwear.com OR write to inquiry@auraherbalwear.com

**Conditions apply on all * No Medicinal claims





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