



# TRUE BEAUTY COMES FROM WITHIN

AN AYURVEDIC SKINCARE GUIDE BY  
HOLY SANITY





# WELCOME

Have you ever felt like no skincare product truly works for you? Maybe you've spent hundreds of dollars on creams and serums that overpromise, but only to leave your skin feeling dry, irritated, or just... the same. You're not alone.

The beauty industry has conditioned us to believe that perfect skin comes in a bottle. But the truth is, healthy, glowing skin starts from within.

That is where Ayurveda comes in.

Hi, I'm Dr. Rani Samant, an Ayurvedic doctor with 20+ years of experience helping people heal their skin naturally. Unlike chemical-based skincare that masks problems, Ayurveda targets the root cause to restore balance from the inside out.

In this guide, I will walk you through:

- How to identify your Ayurvedic skin type & the best way to care for it
- The #1 skincare mistake that speeds up aging
- 10-minute glow-boosting habits for long-term results
- Why Ayurvedic oils outperform creams for deep hydration

But why wait until the end? If you'd like expert guidance tailored to YOUR skin type, let's chat! Get a **FREE 15-minute** consultation and discover exactly what your skin needs.

*Dr. Rani Samant*  
Doctor of Ayurvedic Medicine

**BOOK MY  
FREE CONSULTATION**

LET'S DIVE IN!







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*THIS GUIDE INTRODUCES AYURVEDIC SKINCARE PRINCIPLES, COVERING NATURAL ROUTINES, EFFECTIVE INGREDIENTS, AND HOLISTIC PRACTICES TO ACHIEVE BALANCED, GLOWING SKIN. LEARN HOW AYURVEDA SUPPORTS LONG-TERM SKIN HEALTH NATURALLY.*



# 01



## WHAT IS AYURVEDA?

*Ayu* = Life

*Veda* = Science or Knowledge

Ayurveda, a Sanskrit word that translates to “The Science of Life”. It is one of the world's oldest systems of natural healing, developed more than 5,000 years ago.

Ayurveda isn't just about applying herbal products to the skin but a holistic approach that emphasises balance between the body, mind and soul.

An approach which helps you find balance by using natural remedies to heal your skin from the inside out.

Diet, herbs, lifestyle, yoga, and mindfulness are all part of Ayurveda, making it more than just a skincare routine, but a way of life.





# 02

## WHAT SETS AYURVEDA APART?

Ayurveda isn't about quick fixes. It's all about helping your body heal and find balance, naturally.

- **INDIVIDUAL HOLISTIC APPROACH:**

While there are many general lifestyle and health recommendations, Ayurveda recognises your unique health concerns. It views each person as one-of-a-kind, offering tailored approaches that fit your individual needs. Taking into account *Prakriti* - your personal constitution, *Vikruti* - your current imbalances and *Agni* - your body's digestive fire.

- **A FOCUS ON PREVENTION AND BALANCE:**

Ayurveda always seeks to prevent imbalance, discomfort, and diseases as much as possible to promote long-term health. When that's not possible, there are still other available Ayurvedic procedures to regain balance.





# WHAT SETS AYURVEDA APART?

(CONT.)

- **ROOT CAUSE TREATMENT  
INSTEAD OF CONTROLLING  
SYMPTOMS:**

Unlike most allopathic medications which seek to treat the symptoms, Ayurveda addresses both the root cause and the symptoms all together. To address the root cause of the imbalance, Ayurveda first focuses on the diet and lifestyle, and recommends changes in routine, diet, mindset, yoga and massages as treatments, along with the use of Ayurvedic herbs.

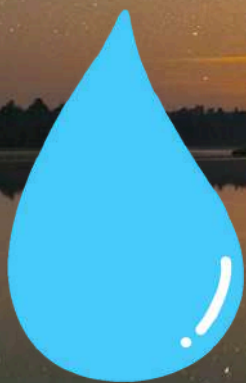
- **THE CONNECTION TO THE  
UNIVERSE:**

When it comes to understanding our bodies, Ayurveda has a fascinating concept which revolves around the 5 Elements of Nature:

**Air, Ether, Fire, Water and Earth.**

True health and well-being happens when we reconnect with these elements.

Ayurveda recognises that everyone's skin is different, so it customises remedies based on each individual's needs, helping you heal from the inside out for lasting results.



# 03

## WHAT IS YOUR AYURVEDIC SKIN TYPE?

Despite what skincare brands say, there is no one magical product to solve all your skin problems.

The work needs to happen internally before externally.

Ayurveda adopts a unique approach to skincare by focusing on the biological energies that govern your body, called **doshas**.

There are 3 Doshas: **Vata**, **Pitta** and **Kapha**, where each of them are a combination of elements.

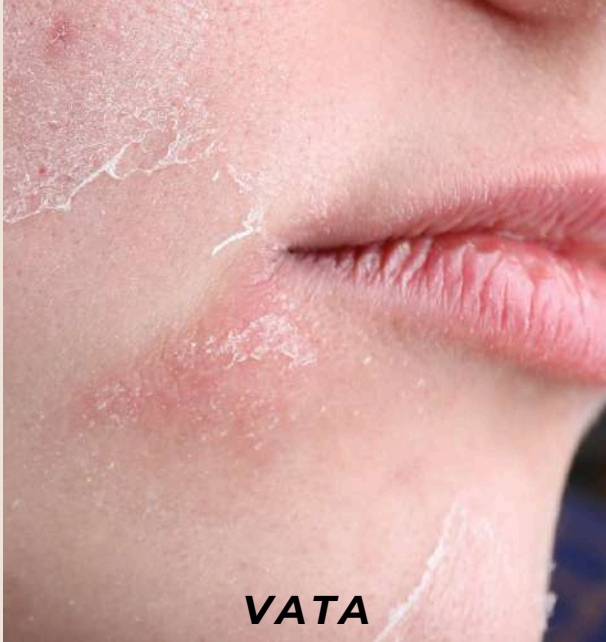






# WHAT IS YOUR AYURVEDIC SKIN TYPE?

(CONT.)



**VATA**

- **VATA = ETHER + AIR**

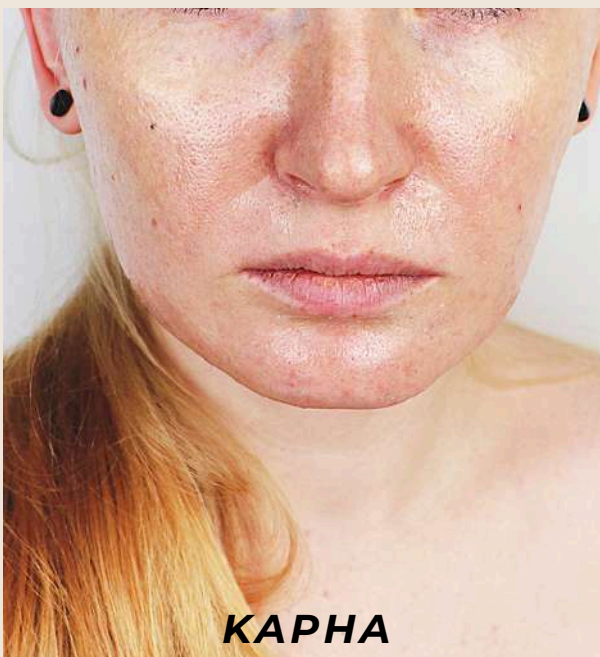
*Vata* combines the elements ether and air. This dosha is associated with dryness and coolness. When *Vata* is out of balance, it can cause your skin to become dry, rough, and crepey. *Vata* skin tends to be sensitive, prone to fine lines and wrinkles, and may need extra nourishment.



**PITTA**

- **PITTA = FIRE + WATER**

*Pitta* combines the elements of fire and water. This dosha is associated with heat and intensity which explains why *Pitta* skin is usually more sensitive and prone to redness, irritation or inflammation. When *Pitta* is off-balance, you may experience breakouts or be sensitive, as a response to heat or stress.



**KAPHA**

- **KAPHA = WATER + EARTH**

*Kapha* combines the elements of earth and water. This dosha is associated with softness, oiliness and smoothness. When *Kapha* is out of balance, it can make your skin oily and more prone to congestion, blackheads and acne.

**Not Sure About Your Skin Type?  
Find Out Here**



# 04

## KEY AYURVEDIC RULES FOR SKINCARE

- **TREAT THE ROOT CAUSE:**

Skin issues like acne or dryness are often signs of deeper imbalance in the body. Ayurveda goes deep to fix the root cause instead of what's on the surface.

- **IF YOU CAN'T EAT IT, DON'T USE IT:**

The Golden Rule. all about pure, natural ingredients that work with your skin. None of the harsh chemicals, just nature's best.

- **CONSISTENCY IS KEY:**

Just like your diet and exercise routine, skincare requires consistency. Small, daily practices will lead to the desired long-term results.

- **LISTEN TO YOUR BODY:**

Pay attention to what your body is telling you. Are you getting enough sleep? Eating well? Drinking enough water? These are all important habits to have healthy skin.





# 05

## DR. RANI'S SIMPLE SKINCARE ROUTINE

What if just **3 simple steps** could completely change your skin? Let's break it down: Cleaner → Tone → Nourish.



### DAYTIME ROUTINE



CLEANSE  
YOUR FACE



USE A  
ROSE WATER  
TONER



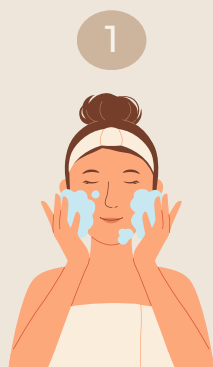
4 DROPS OF  
SAFFRON GLOW  
DAY FACE OIL



NATURAL  
MINERAL  
SUNSCREEN



### NIGHT-TIME ROUTINE



CLEANSE  
YOUR FACE



USE A  
ROSE WATER  
TONER



4 DROPS OF  
MANJISH ELIXIR  
NIGHT FACE OIL



ONCE A WEEK



UBTAN FACE MASK





# 06

## GLOW-BOOSTING HABITS

- **SLEEP BY 10PM:**

It is important to give your body and skin the chance to regenerate itself.

- **EAT WARM & FRESH MEALS:**

What you eat shows up on your skin. A healthy, balanced diet keeps your skin clear, radiant, and nourished from the inside.

- **HYDRATION IS KEY:**

Drinking enough water keeps your skin soft, plump, and healthy by flushing out toxins and keeping it moisturised.

- **EXERCISE TO IMPROVE BLOOD CIRCULATION:**

Moving your body gets the blood flowing, which helps deliver oxygen to your skin.

- **MANAGE STRESS WITH MEDITATION:**

Meditation helps calm your mind, reduce stress, and prevent breakouts or redness.

# 07

## GOOD SKINCARE HABITS

- Regularly change pillowcase and towels
- Stay hydrated
- Be patient. Skincare results take time
- Use clean makeup brushes
- Keep your hands off your face
- Finish your Daytime Routine with a Non-Nano Zinc Oxide Sunscreen





# 08

## BODY CARE

*"The body of one who uses oil massage regularly does not become affected much even if subjected to injuries or strenuous work. By using oil massage daily, a person is endowed with pleasant touch, trimmed body parts and becomes strong, charming and least affected by old age."*

— **CHARAKA SAMHITA VOL. 1, 88-89**

Ayurveda skincare isn't just about the face. It emphasises full-body wellness.

One key practice is **Abhyanga**, a daily self-massage using warm oils that nourish the skin and is one of the most effective means of slowing the skin's ageing process.

This practice improves circulation and stimulates the lymphatic system, helping your body naturally detoxify and maintain a healthy glow.

Perform *Abhyanga* before your shower, a couple of times a week. Expect to see your skin become more nourished, and younger looking from head to toe.



**ASHWAGANDHA  
BODY OIL**

# 09

## FACE CARE

face care is about nurturing your skin with gentle, natural ingredients that promote balance and healing.

Regular cleansing, toning, and moisturising, when paired with the right Ayurvedic products, can greatly improve skin nourishment and radiance.

Saffron Glow and Manjish Elixirs are Ayurvedic face oils, infused with carefully selected herbs and spices to meet your skin's unique needs, helping to restore its natural glow and even complexion.

What makes these oils special is that they are **tridoshic**, meaning they work to heal the primary skin imbalances for all *dosha* types - whether it's dry skin (*Vata*), inflamed skin (*Pitta*), or oily skin (*Kapha*).

**TRY THE DAY & NIGHT  
FACE OILS**





# 10

## FACIAL MASSAGE

Facial massage, or *Mukha Abhyanga*, is an Ayurvedic ritual that does wonders for your skin.

### IT HELPS TO:

- Soften fine lines and wrinkles
- Boost circulation, giving your face a healthy glow
- Reduce puffiness and dark circles
- Bring out your skin's natural radiance

A tool commonly used in Ayurveda is **the Kansa Wand**, a simple yet powerful massager that helps draw out toxins and excess heat from your skin. It also balances your skin's pH and smooths out fine lines.



# FACIAL MASSAGE

(CONT.)

By gently massaging the **marma points** (vital energy spots) and your facial muscles, you can increase circulation, relieve tension, and naturally nourish your skin.

Just take a few minutes each day to relax and massage your face. An easy way to bring out your skin's best, inside and out.



## Facial Marma Points

- Utkshepa (Lifting Point)
- Sthapani (Forehead Point)
- Avarta (Circular Point)
- Phana (Nostril Point)
- Chibuk (Chin Point)
- Vidhur (Behind the Ear Point)
- Apanga (Outer Eye Point)
- Shankha (Temple Point)

[DISCOVER MORE](#)



# 11

## WHY USE OILS OVER CREAMS?

Your skin is your largest organ, and while it acts as a protective barrier, much of what you apply to it is absorbed into your bloodstream.

### 3 REASONS WHY OILS ARE BETTER:

- **BRINGS BACK MOISTURE**

great for replenishing the moisture your skin loses after a shower, or from being in cold, dry weather. Helping replenish the natural fats (lipids) in your skin, which act as a barrier to keep your skin hydrated.

- **LOCK IN HYDRATION**

creates a moisture-locking layer on damp skin, keeping it soft, hydrated and nourished for hours. especially helpful during dry weather or colder months when your skin needs extra care.

- **BETTER ABSORPTION**

Unlike some creams that just sit on the surface and clog pores, oils sink in quickly and nourish your skin from within. Their smaller molecules make them better at soaking in deeply.



# 12

## AYURVEDA VS. GENERAL SKINCARE

AYURVEDA	GENERAL
Pure, Plant-Based Oils, & Extracts	Parabens, Sulphates, Mineral Oils, Dyes, Preservatives, Alcohols and other synthetic substances
Herbs (Ashwagandha, Turmeric, Saffron etc.)	Chemical Actives (Retinol, Hyaluronic Acid etc.)
Essential Oils	Artificial Fragrances
Targets Root Causes	Addresses Surface Issues
Long-Term Skin Health	Short-Term Temporary Results
Personalised Care to your Dosha	One-Size-Fits-All Products





# AYURVEDIC INGREDIENTS FOR THE SKIN

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SKIN BENEFITS	INGREDIENTS
Deep Hydration	Sesame Oil, Coconut Oil, Aloe Vera, Vitamin E
Brightens	Saffron, Turmeric, Licorice, Red Sandalwood
Soothes Irritation	Rose Petals, Aloe Vera, Indian Sandalwood, Vetiver Grass, Rose Geranium, Cinnamon, Kunzea
Reduces Inflammation	Ashwagandha, Aloe Vera, Turmeric, Sarsaparilla
Boosts Collagen & Skin Elasticity	Indian Gooseberry, Bakuchiol, Centella Asiatica, Indian Madder
Purifies & Detoxifies Skin	Indian Bay Leaf, Vetiver Grass, Nutmeg, Chebulic Myrobalan, Beleric Myrobalan, Cardamom
Balances Excess Oil	Sarsaparilla, Red Sandalwood

# 14

## WHAT MAKES HOLY SANITY DIFFERENT?

- **CERTIFIED BY AYURVEDIC EXPERTISE:**

Formulated by our very own Dr. Rani, our products are crafted by Ayurvedic experts who know exactly how to use a unique blend of tradition and modern skin science, to bring your skin back to its natural glow.

- **AUSTRALIAN-MADE EXCELLENCE:**

our range is proudly made in Australia. we meet the highest standards of quality & freshness, offering you handmade products that are as pure and potent as possible every time.

- **TRI-DOSHIC FORMULATION:**

Perfect for Every Skin Type  
No matter if your skin is dry, oily, or somewhere in between, Holy Sanity's products are designed to suit every skin type by balancing your unique dosha.

- **PURE PLANT-BASED INGREDIENTS:**

Made with carefully sourced Ayurvedic herbs and plant-based ingredients.







## HARMFUL INGREDIENTS IN SKINCARE

Everyday, the list of harmful ingredients found in skincare, makeup (and even food) seems to be growing bigger and bigger.

It is important for you, the consumer, to also understand what you should not put on your skin. Here is a list you can screenshot on your phone, to go through when choosing skincare products.

Do not just rely on the terms such as '**natural**', '**free from**', '**fragrance free**' etc.

● *Pause for a second. Take a look at the ingredient labels (INCI), on your current products. Do you recognise all of them?*

If not, flip to the next page to find out which ones to avoid.





## (CONT.) HARMFUL INGREDIENTS IN SKINCARE

### **WATCH OUT FOR:**

- Parabens (listed as methylparaben, propylparaben, butylparaben, ethylparaben)
- Sulphates (listed as Sodium Lauryl Sulfate (SLS), Sodium Laureth Sulfate (SLES), Ammonium Lauryl Sulfate (ALS), Magnesium Sulphate)
- Fragrance or Parfum
- Phthalates (listed as Diethyl Phthalate (DEP), Dimethyl Phthalate (DMP))
- Mineral Oil (Paraffin Oil, Petrolatum, Liquid Paraffin, Synthetic Wax, Palm Oil)
- Polyethylene Glycol (propylene glycol (PG) and butylene glycol (BG) )
- Alcohols (Ethanol, Isopropyl Alcohol, Benzyl Alcohol, Methanol)
- Formalin, formaldehyde, glyoxal and bronopol on the labels of skincare products indicate formaldehyde.
- Diethanolamine is abbreviated as DEA on skincare products.
- Synthetic Dyes (FD&C or D&C represent artificial colours. F means food and D&C means drugs and cosmetics. )

**Avoid Toxic Skincare  
Get Expert Guidance**





HOLY  
SANITY

**IS 100% VEGAN FRIENDLY AND FREE FROM ALL  
INGREDIENTS LISTED ABOVE.**

**WE'RE HERE TO BRING YOUR SKIN'S NATURAL GLOW  
BACK WITH AYURVEDIC INGREDIENTS THAT HAVE STOOD  
THE TEST OF TIME.**

FOR PEACE OF MIND, WE RECOMMEND A PATCH TEST WHEN TRYING ANY NEW PRODUCT.



**SHOP NOW**

# THANK YOU FOR READING!



**DR. RANI, RISHI & GEORGE**  
*THE HOLY SANITY TEAM*

WE HOPE THIS GUIDE HAS EMPOWERED YOU WITH THE KNOWLEDGE  
TO TAKE BETTER CARE OF YOUR SKIN IN A HOLISTIC WAY.

## LET'S CREATE THE PERFECT SKINCARE ROUTINE TOGETHER!

CLICK BELOW TO  
BOOK A **FREE** 15-MINUTE SKIN  
CONSULTATION WITH ONE OF  
OUR AYURVEDIC EXPERTS.

**BOOK MY  
FREE CONSULTATION**

