

ORGANIC BEAUTY VIEW



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ORGANIC & NATURAL BEAUTY.



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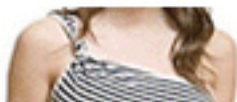
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### SHOBHA :: LANDING STRIP, LOVE HEART OR SEXY BRAZILIAN?

September 22, 2008, 9:02 pm

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Spending summers with her grandmother in the city of Hyderabad India, Shobha Tummala, Founder and Creative Director of Shobha was immersed in India's natural and spiritual beauty culture. "My grandmother made all my beauty products herself," says Shobha. "Hair conditioner was created from crushed hibiscus petals picked from a tree in our backyard; soap from a mixture of shaved sandalwood and lentils; moisturizer was just the cream from fresh milk." Based on the ancient philosophies of Indian beauty, Shobha is a natural hair removal system. The secret family recipe behind the hair removal gel is sugar and lemon juice based which gently sticks to your hair, not your skin.

You can buy a handy Madhu kit which includes the gel, reusable denim fabric strips and spatulas - or you can purchase everything separately and re-stock what you need, when you need it. The gel readily dissolves in water so the denim strips are machine washable and can literally be used over and over again. So what's it going to be? Brazilian, landing strip or love heart?