



An ode to the Goodness of coconut: ALOHA SKIN & HAIR CARE PRODUCTS

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Dr. Rejitha Nandini is a Consultant Paediatrician with several years of clinical experience. On realizing the various beneficial effects of coconut oil as an excellent medium of moisturizer for both the skin and the hair, Dr. Rejitha has turned into making coconut oil based skin and hair care products under the brand name of Aloha.



The properties of coconut oil help remove dead skin cells and dirt away from the body. The oil also help prevent or reduce acne and helps to firm up skin and helps look younger as coconut oil based products are rich in antioxidants. Under the brand name Aloha, Dr. Rejitha is manufacturing coconut oil based handmade soaps, face packs, gel cream and herbal hair oil Coconut milk based soap, gentle exfoliation scrub soaps and face scrubs are the other coconut based products which are in the pipeline of Aloha.

Excerpts of the interview with
Dr. Rejitha Nandini

1. What attracted you towards making skin and hair care products at home?

Aloha started as a quest for natural alternative for my daughter's allergy prone dry skin. After researching a lot on handmade soaps I made my first soap and it helped in soothing my kids inflamed skin.

2. When did you feel that you should make skin and hair care products commercially?

After personally realising the various beneficial effects of the products, I started gifting the products



to several of my friends and relatives. The response was really encouraging and even amazing. Those with sensitive skin got immense relief. This made me confident enough to initiate commercial production of the same so that larger section would be benefitted with the quite natural benefits of these products. Licensing procedures are going on for the same.

3. What are the handmade skin and haircare products available under the brand Aloha?

Currently an array of handmade soaps, face packs, gel cream and herbal hair oil are available under Aloha brand.

4. Is coconut oil a main ingredient in Aloha skin and hair care products?

In varying proportions coconut oil is used in all Aloha skin and hair care products. Aloha handmade soaps contain 20 to 60 percent of coconut oil, Aloha gel cream has fifty percent coconut oil and Aloha hair oil is medicinal herbs boiled in coconut oil. 'Grameena' or 'Kera' brands of coconut oil is used in Aloha skin and hair care products. Coconut oil procured from Krishimitra, Kottarakkara is also used.

5. What is the advantage of using coconut oil over other oils in Aloha handmade soaps?

Coconut oil is rich in medium chain fatty acids which are a form

of saturated fat and this is easily absorbed by our skin. It has high percentage of Lauric acid which has antimicrobial effects. Moreover coconut oil suits all skin types. In Aloha handmade soaps it contributes to cleansing effect and hardness of the soap.



6. Does Aloha have special handmade soaps for babies? How beneficial is coconut oil in the skincare routine of babies?

Yes. Aloha brand manufactures a soap specially made for the soft skin of babies with lots of coconut oil in it. In Kerala babies were traditionally massaged with coconut oil. The medium chain triglycerides in coconut oil are easily absorbed by the delicate skin of the babies. It moisturises the skin thoroughly and keeps the skin hydrated and rash free.

Cradle cap, a common crusting of infant scalp benefits from applying coconut oil to scalp.



Coconut oil is remarkably free from allergens and therefore can be used even for a just born baby safely.

7. Is coconut oil a main ingredient in Aloha Hair oil too? What is the advantage of using coconut oil in hair care?

Since time immemorial people in the tropics have had long black tresses, thanks to the application of coconut oil in the scalp and hair. Coconut oil penetrates the hair roots and stimulates hair growth and reduces premature greying. Aloha herbal hair oil has proven remarkable results in terms of reducing hair loss, dandruff, arresting greying and promoting hair growth. Coconut oil used in preparing Aloha hair oil helps it to penetrate deep into the hair roots and the hair nourishing nutrients stimulate hair growth. The anti microbial effects help with scalp infection.

8. Which other coconut products are used in Aloha brand?

Coconut shell charcoal (activated) is used in Aloha anti acne soaps and Aloha anti acne



Dr.Rejitha has taken her MBBS from Medical College, Trivandrum and MD in Paediatrics from Kasturba Medical College, Mangalore. She has worked in both the government and private sectors in Kerala and Dubai. She has also worked as Asst. Professor in Sri Mookambika College of Medical Sciences. She is currently working at Muthoot Medicare, Pathanamthitta.



face pack, Coconut milk powder is used for making Aloha face packs .

9. How do you use coconut shell charcoal in Aloha charcoal soap?

Aloha activated charcoal soap is a popular skin care product. It is a deep cleanser which unclogs the skin pores gently and detoxifies the skin. It is natural and harmless cleanser and has very less chance for creating allergies.

10. Are you planning to use other coconut products in the upcoming Aloha skin/hair care products?

Aloha coconut milk soap especially for babies will be launched soon. Also Aloha gentle exfoliation scrub soaps and Aloha face scrubs will soon hit the online market with coconut flour as the main ingredient.

11. There has been lot of negative publicity going on against coconut products in Ones daily diet. As medical practitioner what are your observations?

Well as a doctor I would definitely recommend coconut products in one's daily diet especially in the diet of growing children. Premature and underweight new born babies are given two drops of coconut oil with each feed for improved weight gain. This is because the medium chain triglycerides in coconut oil are easily digested even by new born babies. Coconut oil can increase HDL cholesterol and also increase the rate of calories burnt. Generations who thrived on coconut oil and other coconut products were remarkably healthy until new food habits got introduced. ■



A casual visit to the face book page of Aloha handcraftedcosmetics and the website www.alohahandcrafted.com would leave one amazed with the fantastic array of amazing handmade coconut oil based skin and hair care products.