

Herbal gulals passe, it's now time for organic colours

Herbal gulals, which had become very popular in the past few years as people shunned toxic colours during the festival of Holi, are now facing stiff competition from new organic gulals that are packed with health benefits.

'Organic gulal is not only free from harmful chemicals, but also act as a skin conditioner. Moreover, it has germ controlling and wound healing properties,' Narendra Singh, director of the International Institute of Herbal Medicine here, told IANS.

The colours made from herbs grown without the use of pesticides, fertilisers or insecticides are being produced by Organic India, a Lucknow-based multinational organic food company.

'Of the two organic products, the green gulal is made of organic tulsi (basil) leaves, while the yellow gulal is made of turmeric. Tulsi and turmeric both improve skin texture, relieve inflammation and heal wounds,' said Singh, who is also associated with Organic India.

Both the organic herbal colours were tried clinically on the skin surface of volunteers and were found to be non-irritant and did not produce any kind of skin rash, itching and pimples, he added. No allergic reaction was noted.

'Even if the gulal is consumed orally by mistake, it will cause no harm since the ingredients are only tulsi, turmeric, arrowroot powder and natural fragrances,' said a Organic India spokesperson.

Organic India officials said the organic colours are available in 50 gram packs for Rs.25 each in select retail stores here.

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