

ECLIPTA ALBA – BRINGARAJ



Bringaraj (*Eclipta alba* or Kesharaja) is used in the Ayurveda as a valuable and rejuvenating tonic for bones, teeth, hair, eyesight, hearing and memory. This versatile plant has a sharp-bitter taste and grows in India and in the south-western part of the United States. In India, it has been used for over 3000 years in Ayurvedic medicine. Its name literally means the "Hair Queen" (from the Sanskrit 'Bhangra').

Bringaraj is used by Hindus for the Shradh ceremonies to honor a recently deceased person and to show respect. This plant is one of the "Ten sacred flowers", the Dasapushpam, used in Kerala in south-eastern India in numerous religious festivals. At weddings and during the large Hindu harvest festival Onamas they are used to make artistic floral carpets (Pokalam).

Due to its versatility and effective healing powers, the Bringaraj herb has gained prestige and use in the Western world too.

Bringaraj is considered one of the most important herbs for treating hair. Administered as hair oil, it fights against hair loss and premature graying of the hair and acts as an anti-dandruff agent.



Furthermore, Bringaraj promotes deep sleep and has a calming effect on the mind and body. According to Ayurvedic texts, Bringaraj has a rejuvenating effect on Pitta, so it is good for the kidneys and the liver and has digestive and laxative effects. The root powder is used to treat hepatitis, swollen spleen, and skin problems. Mixed with salt and administered as a tea it helps against urinary tract problems. It is also administered with honey to fight colds and excess mucus among infants. It is used with castor oil to treat worms. Applied to aching ears, it has a soothing effect. For women with *menorrhagia* (prolonged menstrual bleeding) the boiled herb is used as a remedy. The leaf can be ground into a paste, which is applied to swollen glands and thus helps recovery.

PRODUCTION

Since 2001 *Eclipta alba* (Bringaraj), as well as other herbs, has been successfully cultivated at the “Land of the Medicine Buddha”, OneWorld’s own herb farm. The noble **Bringaraj leaf** has been cultivated using bio-dynamic farming methods, and so, after inspection and certification from IMO Switzerland and Demeter International, they can now carry the **Organic and Demeter logos**.

The raw leaves can be purchased unmixed on request.