



सत्यमेव जयते

DSIR



TePP-A Joint Initiative of DSIR and DST/TIFAC

Ministry of Science & Technology

TECHNOPRENEUR PROMOTION PROGRAMME (TePP)

# *Creative* **INDIA**

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TIFAC

## 15. Romantaque Aloe Vera Cream

The innovation is involved in the technology is to use plant derived extracts to inhibit the hair growth by stopping the follicle growth.

The formulation is applied to Normal Intact skin after hair removal by waxing/ plucking/ Epilation/ threading twice a day for a week. The formulation affects the structure of Follicle and stops the hair growth.



In the first round of patents she has filed patents with USPTO, and South Africa, UK, Australia through PCT route, apart from India. Due resource constraints she has opted for the pursuing the patent examinations herself with necessary help on the legalities from the experts in the local jurisdictions. She appeared for the Patent Agent Examination as well, to sharpen the tools.

### Innovator

Mrinmayee Bhushan has been working on the Actives for last 8 years or so, on full time since last 5 years. Along with her husband Bhushan Vishwanath she has floated a limited company to pursue various ideas that are being used by us on routine however based on solid logic of Ayurveda and Indian belief system.

She is working on re-discovering the traditional knowledge using the modern medicine & scientific tools as a validation platform.

She is holding many ideas under the wraps till she takes this research on Hair inhibition to the logical conclusion of commercial product. A few of the idea seeds in Influencing Melanin production in skin, Plant origin Omega 3 Fatty Acids for nutraceutical market, Herbal powder for mouth bleeding in haemophilia patients.



### Innovator

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