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## EXPLORATORY SURVEY ON HERBAL ANTI-HAIR FALL SHAMPOOS FROM GANGTOK DISTRICT OF SIKKIM-INDIA

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**ABSTRACT:** The aim of present survey on herbal anti-hair fall shampoo emphasizing especially in Gangtok District of Sikkim and reveals a growing reliance on herbal hair care products in Sikkim. The methodology followed during the survey was a cross-sectional study, open ended semi-structured questionnaires, and survey data collection tools were employed; descriptive and inferential statistics were done. The finding revealed from the total nine medical stores within the Gangtok district of Sikkim and data collection include the availability, composition, usage patterns, and consumer preferences, brand name, company name, composition of the products, indication, stocks, packaging types, side effects, manufacturing date and expiring date of all the herbal anti-hair fall products. The popular brands like Himalaya 20%, Patanjali 19%, Biotique 10%, Lotus Herbals 13%, and Mamaearth 15% offer targeted benefits for reducing hair fall, strengthening roots, and promoting healthy hair growth and prominently dominant the Sikkim market. The highest usage was observed among females (60%), particularly those aged between 30-40. The survey also revealed that consumers appreciated the natural origin, affordability, minimal side effects, and eco-friendly packaging. Himalaya and Patanjali had the highest market share, accounting for 20% and 19% of sales respectively. This survey study concludes about the dominance status of the brands, market availability and the holistic acceptance among the Sikkimese people regarding herbal anti-hair fall shampoos.

**INTRODUCTION:** Herbal cosmetics are products that are used to improve one's look. Herbal substances are chosen over chemical ones because they are easier to get and have fewer adverse effects. Cosmetics are a useful chemical that is widely used across the world to balance and improve the natural appearance of the face and various body parts, such as the hand, mouth, finger, hair, eye, and so on <sup>1</sup>.

People are more aware of hair damage these days because of the rise in pollution. Dandruff, oily scalp, dry scalp, hair loss, frizz, split ends, hair dye damage, hormonal imbalance-related hair loss, heat-damaged hair, and androgenetic alopecia are common hair issues <sup>2</sup>. Shampoo solves all of these hair issues, however synthetic shampoos, which are composed of chemicals, have negative effects on hair. Natural substances with a natural tendency to cleanse are used in polyherbal shampoos <sup>3</sup>.

The everyday use of herbal cosmetics varies greatly. Herbal conditioner, face wash, shampoos, lip balms, eye care products, herbal soaps, polyherbal soaps, and many more are among them <sup>4</sup>. The nicest thing about herbal cosmetics is that they are made completely of herbs and shrubs.

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The natural substance of the herbs has no effect on the body; instead, vitamins and other healthy minerals improve it. Herbal cosmetics use a variety of plants, including sandal (Chandan), Ashwagandha, Saffron (Kesar), and many more. Additionally, these plants are enhanced with vital nutrients and other components<sup>5</sup>. Hair, a protective appendage derived from the ectoderm of the skin, is one of the most important parts of the body. People's lives are fundamentally impacted by their hair. Since ancient times, both men and women have used hair as a sign of beauty. Every day, especially when brushing and washing, the hair falls out of the head. More hair falling out than growing back results in a thinner haircut; if this process continues, baldness may ensue<sup>6</sup>. Hair loss and the anagen to telogen transition can be caused by a number of factors, including genetics, immunological reactions, hormonal imbalances, inflammation, increased stress, poor nutrition, and medications. Some people are upset and dissatisfied about hair loss because it changes their appearance, even though it is not a serious sickness that endangers life or causes a major functional limitation<sup>7</sup>.

In our daily lives, shampoos are arguably the most popular cosmetic product for cleaning our hair and scalp. In essence, a shampoo is a safe, side-effect-free detergent solution. The main purpose of synthetic surfactants added to shampoo is to create foam and cleanse; however, frequent use of these

ingredients can cause dry hair, hair loss, and irritation of the scalp and eyes<sup>8-9</sup>. Herbal shampoo that is safer and milder than synthetic ones while yet competing favourably with its foaming, detergency, and solid content is very challenging to make with just one natural ingredient. Thus, we thought about creating a pure herbal shampoo with indigenous and widely used plant ingredients for hair cleaning in India<sup>10-11</sup>. The advantages of using herbal shampoo encourage the growth of fresh, healthy roots and encourage the growth of hair. Eco-friendly and biodegradable. Cost-effective: not too costly and More gleam<sup>12</sup>. The objectives of present survey were to find out the market availability, brand dominance, people acceptability towards the herbal anti-hair fall shampoos in the Gangtok district of Sikkim.

#### METHODOLOGY:

**Study Area:** The survey was basically conducted in Gangtok district of Sikkim located at topographical location of Latitude – 27° 25' North to 27°11' North and Longitude – 88° 53' East to 88°26' 10" East. The survey is carried out in selected location i.e Gangtok, Ranipool, and Singtam. The sampling technique adopted during the survey were random, personal meeting and in term of convenience approach<sup>13</sup>. This survey was a B.Pharm, 8th semester mini-project work conducted in the even semester of 2024, from Feb 2024 to June 2024.

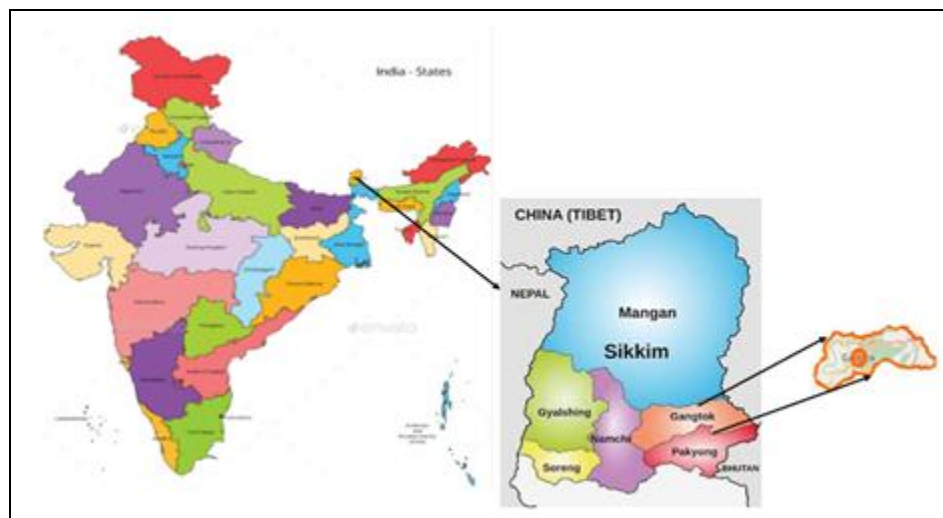


FIG. 1: STUDY AREA

**Data Collection:** The survey on herbal anti-hair fall shampoo was conducted by personally meeting

the cosmetics owners asking them about all the herbal anti-hair fall shampoos available in their

shops. The interview was taken in local language i.e. Nepali. During the survey, we had visited about 9 numbers of shops in a particular district.

The inclusion parameter were vendors willing ness to participate in the survey, authorized vendor, must be above 18 years of age, located with the study area, selling herbal products, easily approachable. The exclusion parameters were the shops not falls within the study area, difficult to

approach, not willingness to take part in the survey, not selling herbal products. We have taken the verbal consent from all the vendors before conducting the survey.

The methodology follow during the survey was highlighted here-Field survey, Open ended semi structured questionnaire, Face to face interview and survey data collection tool employed in the present survey was MS Office Excel 2013.

**TABLE 1: THE SURVEY QUESTIONNAIRES**

<b>Section 1: business vendor’s information:</b>
What is your name? What is your age? Shop name? Location?
<b>Section 2: Availability of herbal shampoos:</b>
Do you sell herbal shampoos in your shop? Yes or No. What are the herbal shampoos that are available in your shops? What is the composition of herbal shampoos available in your store? Which age group mostly prefer herbal shampoo? 20-30, 30-40, 40-50 or 50 above. Which gender mostly purchase the herbal anti-hair fall shampoo? Male or Female. What factor do customer consider when purchasing herbal shampoo? (select all that apply) Natural /organic ingredient Price Brand reputation Hair care concerns (eg. dandruff, hair fall) Packaging (eco-friendly or attractive) Product recommendation (e.g reviews or words of mouth) Others (please specify) Does customer show a preference for herbal shampoos over regular chemical –based shampoos? Yes, Most Prefer Herbal Shampoos No, Most Prefer Chemical-Based Shampoos It Varies Based on Customer Needs Not Sure What is the customer feed backing regarding the herbal anti-hair fall shampoo? Are there any customer who felt any side effects of the herbal shampoo? If yes then what are the problems? Yes or No. What is the price range of herbal shampoos that you sell? Less than 200 200-400 400-600 More than 600 What is the product that you purchase from Sikkim and which are the product that comes from outside? What % of profit do you earn from the product? 0-5%, 5-10%, more than 10%. In what quantity do you purchase stocks?

**Statistics:** The inclusion of better data on survey work on the selected herbal anti-hair fall shampoo especially from Gangtok district of Sikkim-India were collected from the selected area, analysed and presented in the tabular and graphical presentation within the manuscript by using the software-Microsoft Excel 2013.

**Data Analysis:** The raw data from the present survey were collected from the selected area-

Gangtok-Sikkim, analysed and presented in the tabular and graphical presentation within the manuscript by using the software-Microsoft Excel 2013.

The data were inserted into the excel software and selected insert option to get the graphical option for column/bar charts best upon the study requirements and convenience options.

**RESULTS:****TABLE 2: LIST OF VISITED SHOPS**

Sl. no.	Name of shop	Name of vendor	Address
1	Aahana medical	XYZ, age:47	Manipal Gangtok Sikkim
2	Om Himalayan Medical Hall	XYZ, age:57	Singtam-Gangtok-Sikkim
3	Jewan Joity	XYZ, age:22	Singtam, Gangtok-Sikkim
4	YETI Cosmetics	XYZ, age:50	M.G Marg, Gangtok-Sikkim
5	Glamour cosmetics	XYZ, age:21	Lal market, Gangtok Sikkim
6	9 to 10- MS Ramayan Prasad	XYZ, age:33	Ranipool Bazar, Gangtok-Sikkim
7	Patanjali Arogya Kendra	XYZ, age:44	Tadong, Gangtok-Sikkim
8	AURA Fashion and Cosmetics	XYZ, age: 35	Daragoan, Gangtok-Sikkim
9	Monica Medical Medicine and Cosmetics	XYZ, age :30	Gangtok-Sikkim

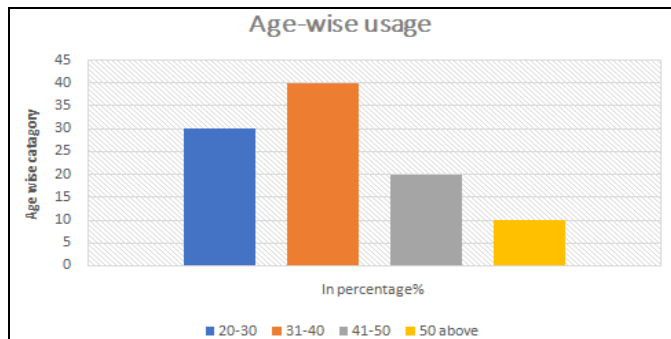
**TABLE 3: COMMONLY AVAILABLE HERBAL ANTI-HAIR FALL SHAMPOOS IN GANGTOK DISTRICT-SIKKIM**

Product	Brand name	Company name	Composition	Indication	Marketed Stocks	Packaging	Side effect	Manufacture Date	Expiry Date
Shampoo	Himalaya Anti-hair fall bhringararaja shampoo	Himalaya	Water, Ammonium Lauryl Sulphate, Lauryl Glucoside, Cocamidopropyl Betaine, Dimethicone, Citric Acid, Glycerin, Potassium Sorbate, Disodium EDTA, Sodium Hydroxide, BHT, Fragrance, Arietinum Seed Extract, <i>Butea frondosa</i> Flower Extract, <i>Eclipta prostrata</i> Extract.	Helps to strengthen hair from the roots reduces hair fall making your hair healthy	24nos	primary	Does not have any Side effect	09/24	10/26
Shampoo	Patanjali Kesh kanti Milk protein shampoo	Patanjali	Milk Protein, Biotin, SLS, Cocobutaine, SLES, Activated Dimethicone, Glycerine, Propylene Glycol, Coco Diethylamine, Ethylene Glycol Mono Stearate, Sodium Chloride & Aqua.	Provides nourishment to the scalp, revitalizes dry and lifeless hair, and effectively reduces hair fall.	30nos	primary	No any side effect	12/24	12/25
Shampoo	Kesh King Anti-hair fall shampoo	Emami	Bhringaraj, Amalaki, Brahmi, Manjishtha, Tulsi, Haritaki, Aloe vera, Nagarmotha, Shikakai, Nimba, Neem, Bibhitaka and other related ingredients.	Reduce Hair fall	6nos	primary	No Side effect	10/24	09/25
Shampoo	Indulekha bringhaanti-hair fall control shampoo	Hindustan Unilever Ltd	Neem, shikakai, tulsi, amla and brinharaj	For individuals experiencing hair fall and seeking to promote hair growth and scalp health	8nos	primary	No side effect	03/24	10/25
Shampoo	Patanjali kesh kanti advance herbal hair expert shampoo	patanjali	Aloevera, Bhringraj, Kalonji, Manjistha, Amla, Methiand Henna	Helpful in repairing damagehair, controlling hair loss And promote hair growth	25nos	primary	No side effects	12/24	12/26
Shampoo	Nykaa naturals onion and fenugreek anti-hair fall sulphate free shampoo	nykaa	Onion extract, fenugreek extract, and hydrolyzed silk protein, along with other components like water, surfactants, and preservatives.	Promoting hair growth, reducing hair fall, and strengthening hair follicles.	5nos	primary	No side effect	03/24	02/27
Shampoo	Lotus Botanicals red onion hair-fall control shampoo	Lotus herbal Pvt.ltd	Red onion oil bhringaraj, amla, shikakai, Reetha, coconut oil, olive oil etc.	Helps to reduce hair weakening, thinning and excessive hair fall.	20nos	primary	Mild skin irritation if you have sensitive skin	9/24	9/26
Shampoo	Lotus organics hair fall control shampoo	Lotus Herbal Pvt.ltd	Ginger, Rosemary Oil, Red Onion Extract, and pure essential oils like Peppermint, Eucalyptus, and Tea Tree.	Reduce hair loss, promote hair growth and nourish and strengthens hair root.	20nos	primary	Mild skin irritation if you have sensitive skin	08/24	08/26
Shampoo	Oshea herbals amlacare Hair fall control shampoo	Oshea herbals, OJB herbals Pvt. ltd	Amla extract, Aloe vera extract, bhringraj	Control hair fall and promote hair growth, Strengthen hair roots and maintain natural balance of hair.	10nos	primary	Sensitivity to certain ingredient may cause dryness or flakiness on scalp	11/24	11/26
Shampoo	Mamaearth Onion hair fall control shampoo	Honasan consumer Pvt. Ltd	Ethylene glycol monostearate Sodium benzoate Potassium sorbate Onion seed extract.	Individuals seeking to reduce hair fall, strengthen hair, and improve hair smoothness and frizz-free appearance.	15 nos	primary	Dryness or irritation particularly if they have sensitive skin	11/24	11/26
Shampoo	Biotique advance organics onion black seed shampoo	Bio Veda action research pvt.ltd [biotic private ltd]	Onion and black seed oil.	It has antimicrobial and antioxidant properties that help with hair loss, promote good blood circulations to hair roots and make them soft.	15 nos	primary	Allergic reactions to specific ingredients, skin irritation and potential dryness for some hair type	03/24	03/26
Shampoo	Biotique advance organics bhringraj and	Bio Veda action research	Bhringraj, biotin, organic proteins, natural oils.	Reduces hair loss and promote hair growth, Helps to keep the scalp	15 nos	primary	Scalp irritation, dryness, allergic reactions	03/24	03/26

Shampoo	biotin hair fall control therapy shampoo Plum onion and biotin hair fall control shampoo	pvt.ltd [biotic private ltd] Pureplay skin sciences [India] Pvt.ltd	Aqua [water], <i>Allium cepa</i> [onion], Biotin [vitamin H]	healthy and hydrated, repairs and strengthens hair strands. Reduces hair loss and promote hair growth, Helps to keep the scalp healthy and hydrated.	10 nos	primary	Scalp irritation, dryness, allergic reactions	09/24	09/25
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**TABLE 4: THE PERCENTAGE OF HERBAL ANTI-HAIR FALL SHAMPOOS BASED ON AGE-WISE USAGE**

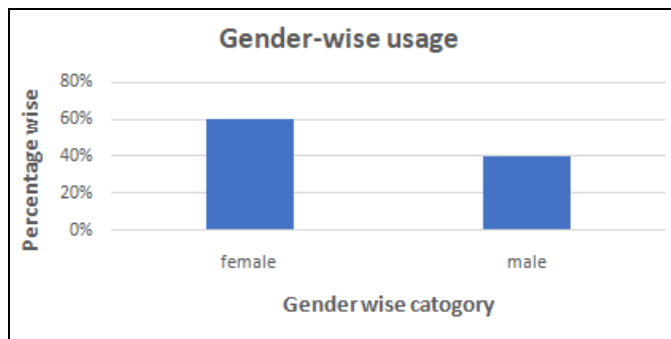
Age	In percentage %
20-30	30%
30-40	40%
40-50	20%
50 above	10%



**FIG. 2: USE OF HERBAL ANTI-HAIR FALL SHAMPOOS ACCORDING TO AGE GROUP**

**TABLE 5: PERCENTAGE OF HERBAL ANTI-HAIR FALL SHAMPOO USE BASED ON GENDER**

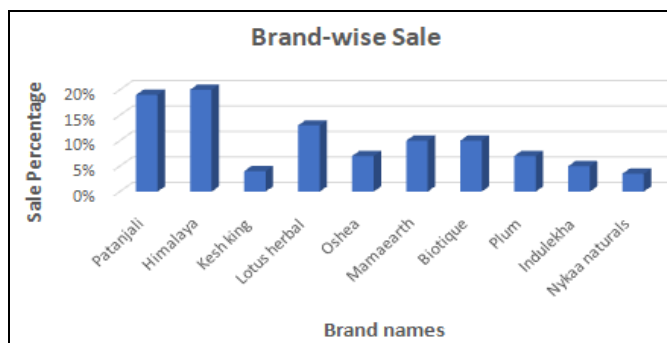
Gender	In percentage %
Female	60%
Male	40%



**FIG. 3: USE OF HERBAL ANTI-HAIR FALL SHAMPOO ACCORDING TO GENDER**

**TABLE 6: THE PERCENTAGE OF SALE OF HERBAL ANTI-HAIR FALL SHAMPOOS**

Brand name	In percentage%
Patanjali	19%
Himalaya	20%
Kesh king	4%
Lotus herbal	13%
Oshea	7%
Mamaearth	10%
Biotique	10%
Plum	7%
Indulekha	5%
Nykaa naturals	3.5%



**FIG. 4: THE PERCENTAGE SALE OF HERBAL ANTI-HAIR FALL SHAMPOOS**

**DISCUSSION:** The findings shed light on how herbal shampoos are perceived in the local market and how they compete with chemical-based shampoos. The data also reveals that product selection is influenced by factors such as natural ingredients, brand trust, effectiveness, price, and packaging. These effects are likely due to individual sensitivities rather than flaws in the product, and they highlight the need for product labelling and proper guidance regarding ingredient sensitivity. Additionally, the most popular and fast-selling shampoos were from well-established brands, especially Himalaya (20%) and Patanjali (19%) **Table 6 & Fig. 4**, indicating that brand reputation and affordability play a critical role in consumer choices. The highest usage was observed among females (60%) **Table 2 & Fig. 3**, particularly those aged between 30-40.

The survey also revealed that consumers appreciated the natural origin, affordability, minimal side effects, and eco-friendly packaging. During the survey, the vendors were well supportive and maximum has taken part with the proper consent. Vendors noted a steady increase in demand for herbal shampoos over time, suggesting a shift in consumer mindset from quick results to long-term scalp and hair health. This survey was first of its kind study, therefore comparison with the earlier studies from a particular area are very limited, almost nil data are available. Overall, the study illustrates that the herbal shampoo market in Gangtok is robust and growing, supported by increasing consumer awareness, demand for clean

beauty products, and the influence of Ayurveda and traditional knowledge. However, for continued growth and consumer satisfaction, it is important that manufacturers focus on product efficacy, safety testing, education about herbal ingredients, and transparent labelling.

**CONCLUSION:** In conclusion, the demand for herbal anti-hair fall shampoos is expected to rise steadily in Gangtok district-Sikkim and similar regions as consumers increasingly prioritize natural, safe, and sustainable personal care solutions. The acceptance of the herbal anti-hair fall shampoos depends on number of parameters such as natural origin, affordability, minimal side effects, and eco-friendly packaging. The present survey contributes meaningful insights that can help/suggest the manufacturers, researchers, and policymakers to understand the consumer prospects or trends and support the development of more effective and eco-conscious herbal anti-hair fall shampoos.

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**CONFLICTS OF INTEREST:** Nil

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