



AYURVASTRA GOTS ORGANIC COTTON HANDLOOM TEXTILES

STSC are fabric wholesalers who aim to inspire global fashion and product designers to use true sustainable eco-textiles that have minimal negative impact on the environment and maximum impact on the welfare of all people along the supply chain.

Our particular focus is on beautiful, truly sustainable, biodegradable and ethical fabrics. In particular recycled fibres and natural plant fabrics made from so-called "farm waste" fibres that are destroyed after a harvest, thus creating fabrics that start from zero water waste, and support a "wealth from waste" philosophy.

We especially love our unique Ayurveda handloom organic cotton fabric plus Ahimsa Silk (Peace Silk) that is hand dyed using pure plant-based dyes plus infused with Ayurvedic medicinal plants, carrying the 5,000 year-old Indian natural medical practice known as Ayurveda, which is a sister science to yoga and meditation.

This handloom society was set up 29 years ago to give women weavers a fair wage. These artisans take great care in collecting up to 1200 herbal plants from nearby herbal forest, the Augestya Forests Range to put into the yarn.

The cotton is certified GOTS Organic cotton and STSC is happy to share proof of this certification that has been verified and signed by an Australian Justice of the Peace as true and authentic as we have removed the name of parties involved to maintain our IP confidentiality.

Please note, these are handloom fabrics woven by hand by women who are master weavers and artisans. The nature of this fabric is the exquisite hand weaving therefore no two fabrics are exact match to the samples. They are made to match as closely as possible but will never be identical. This is the beauty and high quality of this fabric. We also ensure the weavers and teams work to their set timeframes akin to the slow fashion ethos and don't feel the pressure of a fast fashion pace. We suggest that clients allow at least 2 months for this fabric to be woven no matter how small or large the order. In some cases there are fabrics already in stock however depending on the requirements, we still recommend a 2 month planning schedule.

MOQs are 30 metres although some fabrics are in stock and can be purchased in smaller MOQs. Request via PO/Wishlist

AYURVASTRA HANDLOOM ORGANIC COTTON.

This special fabric is from Kerala, and dates back over 5,000 years using the Ayurveda healing methods.

We offer 100% Organic Cotton or 100% Ahimsa Silk (Peace Silk). Handloomed and hand dyeing using pure plant-based dyes with up to 108 Ayurveda medicinal plants. The dye baths infuse the fabric fibres with the beautiful natural colours of the plants and their healing properties. When worn or slept in, the fabrics are known to deliver the medical benefits of the herbs into the skin.

COLOUR RANGE - AYURVASTRA DYES.

1. Yellow /pink fabric colour. The yarn is dyed with Ayurvedic plants/herbs including 12 types of Turmeric (yellow), red sandalwood /neem (pink) and 82 types of others medicine plant. Benefits: For making aroma, immune booster, mental depression good sleep, eases pain.



2. Grey/brown fabric colour. Plants/herbs include 12 types of Tulsi (Holy Basil) (grey), 10 types of flowers (dasapushpam)/ vetiver grass /along with 128 type of others medicine plant. Benefits. Making aroma, blood purification, mental depression, builds muscle strength, makes you happier, eases pain.

3. Green/pink /yellow fabric colour. Fabric is dyed with indigo /red sandalwood, 12 types of Tulsi (Holy Basil) (green) vetiver grass /along with 108 type of others medicine plants. Benefits. For making aroma, blood purification, mental depression, builds muscle strength, makes you happier, eases pain.

4. White fabric colour. Aloe Vera, soap nut, fullers earth and sunlight. Benefits. to improve general wellbeing, making aroma, immune booster, mental depression, migraine, supports good sleep.

THREAD COUNT.

The count size is worked out on the old system using inches not metric centimetres, therefore the count is the number of threads per inch. This means that a 45-count fabric has 45 threads in every inch of fabric, 60-count fabric has 60 threads in every inch, etc.

- Handwoven from 100% organic cotton yarn
- Washable
- No Synthetics, Chemicals
- Hypoallergenic / Non allergenic
- Biodegradable
- Washes/sustain with benefits. approx 100

NOTE. STSC and the makers take no responsibility for skin or health reactions to the natural herbs used in our fabrics.

FABRIC CARE INSTRUCTIONS.

1 .Hand wash (preferred) in cold water using a mild, eco-friendly (natural) liquid detergent and no bleach or powder detergent.

2. Machine wash up to 35 to 60 degree (cold water) using a mild, eco-friendly (natural) liquid detergent and no bleach or powder detergent.

Liquid offers more environmentally friendly greywater, plus causes less agitation to fabrics and helps with their longevity. Purchase your Liquid detergent by taking your own container to a store that allows you to fill up yourself.

Wash separately, dry in the shade as the sun may bleach the fabric, natural fading or colour change may occur from washing and over time. This is the beauty and nature of using pure plant dyes. Fabrics can be ironed using a cool setting. Does not require toxic dry-cleaning methods. The Artisans believe that by using this process you have the potential to maintain the ayurveda values for up to four years however this is not guaranteed.

BACKGROUND ON HANDLOOMERS

Alison is proud to present beautiful Ayurvedic organic cotton textiles made by a handloom society close to where her family-in-law live in the beautiful coastal village of Adimalathura in Kerala, South India.



Established in 1989 by a group of twenty four young weavers, the society grew so that in 1994 the Society established 30 livelihood and self-help groups (SHGs). The SHGs are semi-autonomous savings and credit organizations that also function as a support network to address weaving and social issues such as occupation health hazards, child labour and women's empowerment.

Today, there are 731 SHGs in 58 villages operating under the auspice of the Handloom Society. This society of handloom weavers is a non-governmental organisation that works to improve the welfare of deprived, marginalised and downtrodden handloom weaving communities in Kerala.

It is often the case in India that handloom weavers live in abject poverty earning approximately 70 rupees a day, that is only around US\$2 a day.

For the last 13 years, this society of handloom weavers has undertaken to strengthen the income earned by handloom weavers through training, marketing and value-added techniques such as dyeing and embroidery.

Through these efforts, the program participants earn about up to Rs. 140 a day (around \$4 a day), which is more than double the wage earned by many other weavers. STSC have set in place a very generous donation system for the weavers who make our fabrics therefore we choose to make an additional donation to each of our weavers above the quoted cost. We accept and pass on 100% of any donations that a client wishes to also make.

The society also works to overcome gender issues through women empowerment programs that allow women to overcome exploitative master weavers and break the cycles of debt.

Vision: To create a flourishing handloom weaving industry preserving Indian culture and providing a decent standard of living to weaver families.

Mission: To provide employment to weaver families in Kerala through providing looms and associated services, so that they can enjoy a better standard of living and preserve their heritage and culture.

"The invention of the power loom, the recurrence of sweatshop manufacturing and a competitive global textile market was stripping handloom weavers of their market.

These young weavers organized to discuss ways to overcome the plight of the handloom weaving sector and to put an end to the oppressive labour arrangements and corruption that was occurring in the sector.

They have successfully piloted several training programs in alternative hand produced textile techniques including new designs, block printing, batik, tie and dye, kalamkari, and ayurvedic dyeing, which has been one of their most successful product diversification initiatives."

With the financial support of the Government of Japan, the Society established an ayurvedic dye house in Balaramapuram, which was inaugurated by MR. RIYOZU KIKUCHI, Consul General of Japan on 7th September 2004.

The ayurvedic dye house is equipped with modern machinery and facilities to produce pure ayurvedic herbal handloom fabric. The minimum production capacity of the dye house is nearly 1000kg per day.

Also in 2005, the Government of India generously granted Rs. 850,000 (US\$12,000) to assist the Society to establish a common facility centre for ayurvedic dyeing on handloom clothes and to standardise ayurvedic dyeing.



Ayurvastra: Herbal Couture for Improving Health

Where purely beautiful clothing is only natural. Article by [Michael - Organic Clothing](#). February 2007

A while back, we posted a [short blog article](#) about micro-encapsulation technology that embeds tiny capsules into clothing fabrics. When these tiny micro-capsules come into contact with body heat and wear, they slowly release their chemical payloads which can contain fragrances or skincare lotions or other chemicals which might have some topical beauty or medicinal value to the skin that comes into contact with the micro-encapsulated fabric.

We thought this was a new concept but alert reader Samantha W recently emailed that using fabrics and garments to deliver health solutions is actually a very old concept called Ayurvastra. Ayurvastra is a branch of Ayurveda, the ancient 5,000 year old Indian system of Vedic healthcare.

Loosely translated, "ayur" is Sanskrit for health, "veda" means wisdom, and "vastra" is cloth or clothing. Ayurvastra clothing is made from organic cotton fabric that has been permeated with special herbs and oils that promote health and cure special diseases depending upon the blends of embedded herbs and oils.

Ayurvastra cloth is used by Ayurveda health clinics in the treatment of a broad range of diseases such as diabetes, skin infections, eczema, psoriasis, hypertension and high blood pressure, asthma, arthritis, rheumatism, and even some forms of cancer.

Ayurvastra clothing is believed to help restore balance within the body's systems and strengthen the immune system. Ayurvastra cloth is completely free of synthetic chemicals and toxic irritants and is totally organic, sustainable and biodegradable.

Every step in the preparation of Ayurvastra cloth and clothing is carefully and precisely controlled. Ayurvastra begins with 100% organic cotton that has been hand loomed – no machine processing, no chemical additives to prepare the cotton fibers for spinning and weaving, no chemical finishes. The organic cotton yarn or fabric is then dyed in a carefully controlled mixture of herbal dyes depending upon the disease or ailment being treated.

For diabetes, mimosa pudica (touch-me-not), cumon / cumin seeds, champa flower and shoe flower (hudahal) are combined in the herbal dye. The main herbs used in the herbal dye for arthritis are curry leaves and apocynceae.

For skin diseases, the herbs used are turmeric, neem and sandalwood. Dyes for Ayurvastra cloth typically contain between 40 and 60 specifically blended and carefully prepared medicinal herbs, plants, flowers, roots and barks. The temperatures of the dyes, the duration and number of the dye soaks, the blend of herbs, and even the equipment used are carefully controlled.

In speaking about the environmentally friendly processes for making Ayurvastra cloth and clothing, K. Rajan, chief technician at the Handloom Weavers Development Society in India, states "The entire process is organic. The cloth is bleached with cow's urine, which has high medicinal value. The dyeing gum too is herbal. It does not pollute like synthetic dye. And the waste is used as bio manure and to generate bio gas."

The mention of using cow's urine to bleach Ayurvastra cloth might have caught the attention of some Westerners. Many Ayurvedic doctors consider cow's urine to be highly beneficial in balancing an individual's "doshas" or basic constituents of an individual's physiology and psychology, strengthening the immune systems and as an elixir in giving life.



For those of you who would rush out to visit Farmer John's (if you can find him - he has been largely replaced by Corporate Farm) and follow Ol' Bessy with a bucket, purists maintain that it must be an Indian Brahma Cow as these are reputed to be the original cow and all other breeds are derivatives and off-breeds.

For a more thorough explanation, check out the [Hara Krishna Rural Life](#) web site.

Chaitanya Arora of Penchant Traders, explains that "usage of the cloth is based on the principle of touch. By coming in contact with Ayurveda, the body loses toxins and its metabolism is enhanced." The most effective time to wear Ayurveda clothing is when the body is most at rest such as during sleep or meditating because this is when the body is naturally healing and reestablishing balance.

This is why ayurveda cloth is often used for sleepwear, bed sheets, towels, meditation clothes and coir mats. For coir mats, the fibers are soaked in Ayurveda dyes and then woven into coir mats.

Ayurveda cloth is also being used for sarees or saris, the traditional flowing dress of Indian women, and in purdahs or pardaas, the conservative Islamic and Hindu practice of covering women so that they cannot be viewed by men that are not family members.

The spread of Ayurveda and Ayurveda into other cultures and regions of the world express the growing interest in more traditional and natural healthcare systems that are based upon restoring balance and health through natural methods rather than through Western medicines.

National government ministries and state governments within India see Ayurveda as a way to revitalize and increase the market for their handloom industries and to create a niche for their eco-friendly handloom fabrics.

So, is Ayurveda for real?

Can it really cure diabetes, skin infections, eczema, psoriasis, hypertension and high blood pressure, asthma, arthritis, rheumatism, and even some forms of cancer? The Hindu, an Indian newspaper billed as being the USA Today of India, reported that the State Government of Kerala in southern India is conducting clinical tests on the efficacy of Ayurveda treatments. Kerala has a worldwide reputation as being a center for Ayurveda and Ayurvedic treatment.

The State of Kerala Coir Department reported on a six-month clinical trial initiated by the Ministry of Health at the Government Ayurveda College in Thiruvananthapuram India on patients suffering from rheumatism, allergy, hypertension, diabetes, psoriasis and other skin ailments.

For the study, all clothes, bed lines and mattresses for the resident subjects were dyed in Ayurveda herbs and the walls, floors and ceilings in the patient/subjects' rooms were lined with Ayurveda coir mats so that the patient were surrounded by Ayurveda medicated materials. According to Dr. Vishwanathan, the former Dean of the Drug Research Department at Ayurveda College, "We treated around 40 people. And the response was remarkably good, especially in cases of arthritis and skin ailments."

The improvements for patients suffering from rheumatism and arthritis are especially interesting because rheumatism and arthritis are not skin disorders and indicate that the treatments might have health benefits that extend beyond topical skin problems. Based upon the successful results of this clinical trial, the Kerala State Government has initiated a more in depth and expanded study into the possible effectiveness of Ayurveda in other diseases including some cancers.



So, if it works, how does it work? Conventional Western medicine and traditional Eastern medicine recognize the skin as being the body's largest organ. The skin can act as a barrier but also as a conduit for outside substances to enter the body.

According to Maharishi Ayurveda, "Skin infections reflect an imbalance in this layer." If Ayurveda cloth and clothing can improve the skin's ability to act as a barrier to external and environmental toxins, the wearer's health might be improved. Additional independent research is needed to test this assumption.

PRICES. Because this is Handloom fabric, prices do not alter depending on the MOQ as the weaver is paid per metre. Prices may adjust in some cases, eg sometimes we can do wider widths, specific colours, specific plants. You may choose to build in a donation for your brand that will be sent directly to your weavers. Moving forward we aim to have photographs of the weavers for you to share but to date they have chosen to remain private.

IMPORTANT FABRIC INFORMATION, TIMEFRAMES & PAYMENT TERMS.

An example timeframe is 100 metres of plain weave, 60gsm grieg, non-dyed fabric is approximately three weeks. They are unable to go faster unless you want multiple weavers working in tandem. The weaving and dyeing will be matched as closely as possible, but given it's made by human hands the fabric will have its own uniqueness determined by a weaver. Unless there is a gross error on behalf of the Mill we do not accept returns nor a replacement fabric is offered. Any alterations is made by request and costed accordingly.

Order can be paid 30-50% deposit then remaining to total 100% in advance as required by the Mill. Payment of freight is made 100% in advance after packaging and freight cost is ascertained.

COLOURS

ALL TEXTILES CAN BE DYED WITH A CHOICE OF 25 COLOURS PLUS approx 60 plants plus GRIEGE.

White / Khaki / light yellow / dark yellow / red sandalwood / grey / light pink

The mix of Ayurveda plants and herbs attached to these colours details as above and are at the discretion of the Artisans. You may make a preference for certain plants should you have an idea of what you prefer and this will add to the uniqueness of the fabric that is made for you.

COLOUR CHARTS

Colour charts below are an indication of the colours achieved. As with all plant based dyeing the colours are close to the colours shown with no guarantee that it is to the exact match. This means that your fabric has been dyed by Artisans to the best of their abilities and it is this beauty that is translated to the fabric making your fabric unique. We do guarantee that each dye job is done by the same Artisan during the same dye batch.

On the Purchase Order you will need to indicate which of the following colours you wish to have produced. Samples are available upon request. We currently are working to create more Colour Charts and this will happen over time. Colours in the charts are shown to reflect the different depths achieved according to the weight of the fabric.



1. Salmon Pink	2. Light Green (Khaki)	3. Rose Red
4. Ochre	5. White	6. Pale Yellow/Green
7. Green (Khaki)	8. Light to Medium to dark Indigo – note all Indigo dyes are increased by aud\$1	9. Cream Beige
10. Grey	11. Smoky Pink	12. Rose Pink
13. Pale Khaki	14. Light Yellow	15. Dark Khaki
16. Lilac Grey	17. Turmeric Yellow	18. Dark Salmon
19. Ivory	20. Sand Beige	21. Dark Red
22. Brown	23. Moss Green	24. Dark Turmeric
25. Orange	26. GRIEGE. No dye or Ayurveda plants. If you are choosing to print on any of these fabrics you can either choose greige or a dyed fabric, the intensity of the digital printed colours will still be beautiful so it will depend on the finished look you require.	

COLOUR CONSULTANCY.

To dye to one of the colours mentioned or try and achieve your own Pantone, we will first have the chosen colour sent for approval after being yarn or fabric dipped to see if it matches. Timeframes will depend on whether they yarn dye or fabric dye. Cost will be aud\$310 Consultancy for this service. Colours showing on the existing fabrics on the website do not require a Consultancy fee as the dye testing will not be required.
<https://www.sustainabletextiles.club/consulting>

PRINT TO YOUR DESIGN CONSULTANCY.

To print your own design on the many of STSC fabrics please learn more on this link.
<https://www.sustainabletextiles.club/consulting>

For these Ayurveda fabrics however, we only work with one digital printer because, in our opinion, they give the very best quality and care for these fabrics. They ship worldwide and are based in Sydney, London and soon New York. Please ask for a recommendation and read full FAQs and T&Cs.





AYURVASTRA FABRIC –GOTS CERTIFIED ORGANIC COTTON

- DYED WITH PURE PLANT BASED DYES - **COLOUR NOTE** – add additional aud\$1.50/metre for **INDIGO**.
 - GRIEGE NON-DYED and without plants
 - Printed on by printers in Sydney, London and soon NY. – See Supply Chains, PRINTING.
 - **MOQs are 30 metres**
- Note. Prices quoted may vary due to currency changes and does not include Freight and relevant taxes.



CONSULTANCY.

Visit the website for full details to start creating your own designs and products using our materials, knowledge, skills and care for a sustainable and ethical supply chain.

NOTES. Standard Production Time: 30-60 days

GSM WEIGHTS. Weights may vary a degree of +/- 5%.

Lengths are offered per metre, and 1 Meter of Fabric equals 0.9144 Yards therefore 100 yards equals 91.44 Meters. Final fabric length has a +/- 20% variation margin.

PRICES ARE QUOTED IN AUSTRALIAN DOLLARS.

Prices quoted may vary due to currency changes and does not include Freight or taxes. Prices are calculated per metre. 1 meter = 1.0936 yards = 39.37"

FABRIC CARE INSTRUCTIONS.

To continue to care for the environment we recommend you wash in cold machine water with an eco-laundry detergent. Liquid offers more environmentally friendly grey water, and helps stop garment agitation however purchase only by using your own container and not a single-use plastic bottle. Iron with light to medium heat to bring the fabric back to its original shape and smoothness after washing. Can be steam ironed. Do not require chemical dry-cleaning methods.

ALISON JOSE

STSC. Sustainable Textile Supply Chain

M: 0414 289 778

contact@sustainabletextiles.club

www.sustainabletextiles.club