

Spa Ceylon Promotes Community Trade

Posted on



An Aloe Vera plantation

Spa Ceylon is supporting rural communities in Sri Lanka through several community trade projects including the 'Fresh Aloe Program' now in operation in the arid Kalpitiya zone on the island's northwestern coast. Set up in collaboration with the Marine and Coastal Resources Conservation Foundation, it is perhaps the only organised large-scale organic cultivation of Aloe Vera in the country. The project enables the harvesting of sustainably grown fresh Aloe Vera, a critical ingredient in the manufacture of Spa Ceylon's Ayurveda formulations.

Sourcing their entire requirement only through this community trade project, Spa Ceylon's Aloe enriched products contain 100 percent pure organically grown fresh Aloe Vera Gel - renowned for its powerful soothing, healing and re-hydrant properties.

The Aloe enriched range includes Bath and Massage Oils, Massage Balms, Shower Gels, Cleansing Bars, Hair Cleansers and Conditioners, Scalp Massage Oils and Hair Oils, Body Oil Mists, Relaxing Body Mists and the concentrated Spa Ceylon Pure Aloe Gel - the

panacea for every skin condition.

The owning company of Spa Ceylon supports the rural community in Kalpitiya firstly by initiating the project and continuously purchasing their entire fresh Aloe Vera harvest at guaranteed prices. This not only provides much needed year-round alternative incomes to the village communities, it also helps to keep the fisher folk occupied during the off-season, thereby preventing them from coral mining in the endangered reefs in the area. Therefore, this project helps the community financially and also helps preserve Sri Lanka's precious marine and coastal resources.

Spa Ceylon invites environmentally and socially conscientious persons to support these community trade programmes by purchasing their Aloe Enriched products and taking home an organic Aloe Vera plant for their home garden. The plants (packed in bio-degradable coir peat pots) are free with Spa Ceylon purchases of a specified value - including at least one product containing Aloe Vera.

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