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# EXPORTING MEHENDI POWDER FROM INDIA

A comprehensive guide to quality standards, certifications, and market strategies for entering the global cosmetic and herbal trade



# WHY MEHENDI POWDER COMMANDS GLOBAL ATTENTION

Mehendi powder has emerged as a premium export commodity, driven by surging demand in the natural cosmetics sector. International consumers increasingly seek plant-based, chemical-free alternatives for hair care and body art applications.

The global shift towards Ayurvedic and herbal products positions Indian mehendi powder as a trusted, traditional solution. Its dual functionality—both as a natural hair dye and temporary body decoration—appeals to diverse market segments across continents. India's reputation for

authentic, high-quality henna cultivation gives exporters a competitive advantage in commanding premium pricing whilst meeting stringent international quality expectations.





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# PRIME INTERNATIONAL MARKETS FOR INDIAN MEHENDI



## Middle East

UAE, Saudi Arabia, and Qatar lead consumption due to cultural traditions. These markets prioritise authenticity and are willing to pay premium prices for certified pure henna.



## European Union

UK, Germany, France, and Netherlands show strong demand driven by South Asian diaspora communities and growing adoption by natural cosmetics enthusiasts seeking organic hair care solutions.



## North America

USA and Canada present expanding markets with diverse consumer bases. Natural beauty trends and multicultural populations fuel consistent year-round demand for quality mehendi products.



## Asia-Pacific

Malaysia, Singapore, Indonesia, and Australia represent emerging high-growth markets with established Indian communities and increasing interest in herbal cosmetics amongst mainstream consumers.



# QUALITY PARAMETERS FOR EXPORT-GRADE MEHENDI

International buyers maintain rigorous quality benchmarks that Indian exporters must consistently meet to establish credibility and secure repeat orders.

1

## Lawson Content

Minimum 1.5% to 2.5% lawson content ensures effective colouring properties. Higher lawson concentration indicates superior quality and commands premium pricing in discerning markets.

2

## Particle Fineness

Mesh size between 80 to 100 mesh guarantees smooth, lump-free powder consistency. Fine grinding enhances paste smoothness and application ease for end consumers.

3

## Purity Standards

Zero adulteration with synthetic dyes, sand, or foreign matter. Complete absence of heavy metals (lead, arsenic, mercury) and microbial contamination is non-negotiable.

4

## Colour & Aroma

Fresh, natural green colour with characteristic earthy aroma indicates proper harvesting and processing. Dull or brownish powder suggests age or improper storage conditions.

5

## Moisture Content

Maximum 10% moisture prevents mould growth and extends shelf life. Proper drying and moisture control are essential for maintaining product integrity during shipping.

# PPD-FREE: A NON-NEGOTIABLE EXPORT REQUIREMENT



Para-phenylenediamine (PPD) is a synthetic chemical frequently added to henna to accelerate dyeing and deepen colour. However, it poses serious health risks including severe allergic reactions, skin burns, and long-term sensitisation.

Most international markets—particularly the EU, USA, Canada, and GCC countries—have banned or severely restricted PPD in cosmetic products. Export shipments containing even trace amounts face immediate rejection, legal penalties, and permanent damage to exporter reputation.

Compliance strategy: Implement rigorous supplier verification, conduct pre-shipment PPD testing, and maintain complete traceability from farm to export. Third-party lab certification provides essential buyer confidence.

# ESSENTIAL CERTIFICATIONS & REGISTRATIONS

01

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## **APEDA REGISTRATION**

Agricultural and Processed Food Products Export Development Authority registration is mandatory for all Indian exporters. This provides legal authorisation and access to export incentives.

03

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## **ORGANIC CERTIFICATIONS**

USDA Organic, EU Organic, or India Organic (NPOP) certification opens premium market segments and justifies higher pricing for certified organic mehendi.

05

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## **HALAL CERTIFICATION**

Critical for Middle Eastern markets and Muslim-majority countries. HACCP certification further strengthens food-grade safety credentials.

02

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## **ISO 9001:2015**

Quality management system certification demonstrates commitment to consistent manufacturing standards and builds buyer confidence in operational reliability.

04

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## **COSMOS/ECOCERT**

Natural and organic cosmetics standards recognised globally. Essential for targeting conscious consumers and premium natural beauty brands.

06

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## **COUNTRY-SPECIFIC APPROVALS**

FDA registration for USA, CPNP notification for EU, and Health Canada registration ensure market-specific regulatory compliance.

# LABORATORY TESTING & DOCUMENTATION REQUIREMENTS

Comprehensive testing protocols safeguard product integrity and satisfy international cosmetic safety regulations, protecting both consumers and your export business.

1

## Microbiological Testing

- Total bacterial count (TPC) below acceptable limits
- Absence of E. coli, Salmonella, and pathogenic bacteria
- Yeast and mould count within safe parameters

2

## Heavy Metals Analysis

- Lead content: Maximum 10 ppm (EU stricter at 2 ppm)
- Arsenic, mercury, and cadmium: Below detection limits
- ICP-MS or AAS testing methodology required

3

## Chemical Purity Tests

- PPD, heavy metals, and pesticide residue analysis
- Lawsone content quantification via HPLC
- Absence of synthetic dyes and adulterants

4

## Mandatory Documentation

- Certificate of Analysis (CoA) from accredited labs
- Phytosanitary Certificate from plant quarantine
- MSDS (Material Safety Data Sheet) for handling
- Product Information File (PIF) for EU cosmetics

# PACKAGING STANDARDS & LABELING COMPLIANCE

## Packaging Requirements

- **Food - grade materials:** Use FDA - approved, BPA-free packaging to prevent contamination and chemical leaching
- **Moisture barriers:** Laminated pouches or sealed containers with silica gel sachets maintain freshness
- **Light protection:** Opaque or UV-resistant packaging preserves lawsone content and prevents degradation
- **Export packing:** Corrugated cartons with proper cushioning, pallet wrapping, and container-worthy sealing

## Labeling Essentials

- **Productname:** Clear identificationas "HennaPowder" or "Mehendi Powder"
- **Ingredients list:** 100% Lawsonia inermis (botanical name mandatory)
- **Net weight:** Specified in metric units with batch/lot number
- **Manufacturing details:** Date, expiry, manufacturer name, and full address
- **Usage instructions:** Application guidelines and safety warnings in destination language
- **Compliance logos:** Organic, Halal, or certification marks as applicable
- **Country of origin:** "Made in India" clearly displayed
-

# HS Code Classification & Export Documentation

1

## HS Code 1404 90 90

Mehendi powder classified under "Vegetable products not elsewhere specified". Correct classification ensures proper duty assessment and customs clearance.

2

## Commercial Invoice

Detailed invoice with product description, quantity, unit price, total value, and payment terms. Must match all other shipping documents precisely.

3

## Packing List

Carton-wise break down showing gross/net weight, dimensions, and packaging specifications for logistics planning and customs inspection.

4

## Bill of Lading/Airway Bill

Transport document serving as proof of shipment and title to goods. Essential for claiming payment and insurance.

5

## Certificate of Origin

Issued by Chamber of Commerce, confirming Indian origin for preferential duty treatment under trade agreements where applicable.

Additional documents may include insurance certificate, pre-shipment inspection report, fumigation certificate (if required), and letter of credit or payment proof.

# Scaling Your Mehendi Export Business

## Major Buyer Segments

- **Cosmetics Brands**

Natural hair care companies requiring bulk supplies with consistent quality and organic certifications for retail packaging.

- **Herbal Product Distributors**

Wholesalers serving ethnic grocery stores, health shops, and online marketplaces across multiple countries.

- **Professional Salons**

Hair and beauty salons offering natural treatments need reliable commercial-grade supplies with professional packaging.

- **E-commerce Retailers**

Online seller son Amazon, eBay, and specialist platforms require private labeling and dropshipping-ready formats.

## Marketing Strategies

- **B2Bplatforms:**Liston India MART, Trade India, Alibaba, and Global Sources with verified credentials
- **Trade shows:** Exhibit at Cosmoprof, Natural Products Expo, and international beauty trade fairs
- **Digital presence:** Professional website with SEO, Google Ads targeting importers, and LinkedIn outreach
- **Sample dispatch:** Send certified samples to qualified leads with complete documentation
- **Buyer visits:** Host facility tours demonstrating quality controls and certifications
- **Partnerships:** Collaborate with overseas distributors and develop private label programmes
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📌 **Success tip:** Build long-term relationships through consistent quality, transparent communication, and reliable delivery. Export success in mehendi powder requires patience, compliance rigour, and unwavering commitment to natural purity standards.



# LEARN IMPORT-EXPORT BUSINESS PRACTICALLY & LOGICALLY



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