

# Rituals Cosmetics launches new natural hand & lip care collection



Containing over 95% natural ingredients, Rituals' Sakura Hand Balm & Lotion look to give hands extra love, care and attention

Rituals Cosmetics has launched a new natural line of hand and lip care productions, which is available now across the brand's travel retail footprint.

## **New: Natural Hand Care**

Over 5,000 years ago, the Chinese dedicated themselves to the study of the hands and how to read them in relation to health and well-being. Hands are sensitive and their skin is the first to show signs of aging. In line with this, Rituals has created a collection that aims to give hands extra love, care and attention. The hand care collection is made up of hand balms, lotions and a hand scrub.

- Hand Lotions: containing over 95% ingredients of natural origin, the hand lotion lightly coats hands and cuticles with the delicate scent of either The Ritual of Karma, Ayurveda, Sakura or Samurai
- Hand Balms: containing over 95% natural ingredients, the hand balm has been specially

developed to soften & moisturize dry hands and is available in The Ritual of Ayurveda, Happy Buddha and Sakura

- Hand Scrub: the ultra-softening hand scrub is enriched with the mild and nourishing properties of sweet almond oil and the delicate, soothing aroma of Indian rose; The Ritual of Ayurveda scrub leaves a fine oily layer behind on the skin, moisturizing and leaving hands supple

## **New: Natural Lip Care**

The ancient Taoists believed that the face records the past, reflects the present and forecasts the future. In particular, the mouth is regarded as a symbol of fortune. The body part should never appear dry, as this represents a drying up of luck. With this in mind, Rituals has designed a collection that enhances & nourishes the appearance of lips.

- The Fortune Balm – Color: The Fortune Balms are natural & ultra-nourishing tinted lip balms, enriched with shea butter and aloe vera; an exclusive blend of rich oils helps to moisturize lips, while the antioxidants in Vitamin E and protect against the damaging effects of free radicals (available in nude or color)
- The Fortune Balm – SPF & Repair: the SPF 30 provides targeted nourishment UVA/UVB protection for the lips; the durable, water-resistant formula offers a protective shield against sun rays and the effects of free radicals
- The Fortune Balm – Sugar Polish: the natural sugar crystals remove dead skin cells from the lips and buff away dry flakes, while the shea butter nourishes the skin; the product contains the natural antioxidant Vitamin E and leaves lips feeling soft, hydrated and primed for lip balm or lipstick

The Fortune Balm – Rescue Balm: the natural based formula based on oils, waxes and emollients helps to care for and repair sun-damaged lips, while moisturizing at the same time