

Rituals Cosmetics strengthens Sakura & Karma collections



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The Ritual of Sakura, Rituals' best-selling fragrance, is inspired by Hanami – the Japanese tradition of enjoying the transient beauty of flowers. The Sakura collection is designed to help customers celebrate each moment and to find the beauty that lies within it. All Sakura products feature the delicate scent of cherry blossom and rice milk. The following is a list of the latest Sakura innovations:

The Ritual of Sakura Parfum d'Interieur: a perfumed spray that helps to create a unique aromatic experience at home

The Ritual of Sakura Dry Body Oil: a fast-absorbing dry oil, containing 96% ingredients from natural origin, which leaves the skin luminous and nourished

Eau de Parfum, Rêve de Hanami: a fragrance that features a delicate bouquet of creamy, rosy florals, enhanced by the bright fruity notes of lychee, pear and bergamot; the ambery and woody drydown bring roundness to this glowing fragrance, enhanced by a subtle aroma of vanilla and patchouli



The Ritual of Karma After Sun Cooling Shower Gel

The Ritual of Karma was created to help consumers radiate positivity and kindness all year round. This summer, Rituals Cosmetics is celebrating kindness by adding a new product to The Ritual of Karma body range collection:

The Ritual of Karma After Sun Cooling Shower Gel: a softening shower gel with foaming effect, enriched with the antioxidant-rich white tea and soothing aloe vera; the mild formulation is hydrating, nourishing, soothing and suitable for dry skin following prolonged sun exposure

A holistic approach to sustainability

Rituals is taking a holistic approach to sustainability. Besides measuring the impact of packaging, the brand is working toward only using ingredients of at least 90% natural origin by 2025. Within The Ritual of Karma range, the body cream contains ingredients of 92% natural origin. The wider Karma collection offers refills for hand wash, car perfume, body cream and fragrance sticks.

In line with its sustainability efforts, Rituals has re-launched Karma sun care products, so that they are now in compliance with the Hawaiian reef safe sunscreen law. This means that they are free from ingredients that are banned in Hawaii in an effort to protect its coral reefs and ocean life.