

Rituals launches Natural Boosters and taps into personalized skincare



Expanding its natural Ritual of Namaste skincare collection, the beauty brand has released five lightweight boosters that suit all skin types to address specific wants and needs

Rituals Cosmetics has strengthened its natural Ritual of Namaste skincare collection, with a range of highly potent active boosters that cater to every skin need. The Natural Boosters are now available from January in Rituals' standalone travel retail stores.

Featuring advanced natural ingredients, the five lightweight boosters can be used on their own - twice daily - or before applying The Ritual of Namaste serums and day and night creams. The boosters are suitable for all skin types.

The product range can be used to personalize a skincare routine to specific wants and needs. The team recommends a natural skincare routine of cleanse, enrich and care, wherein the boosters would be included as the second step, since they are quick to absorb and help hydrate, re-plump and revitalize on a deeper level.

The following is a summary of the product range:



The Ritual of Namaste Bakuchiol Natural Booster

This 99% natural serum helps to improve and even skin tone

Known for its anti-inflammatory and antioxidant properties, Bakuchiol is recognized as an effective, natural replacement for retinol in anti-aging products



The Ritual of Namaste Vitamin C Natural Booster

This 98% natural booster features a vitamin derivative to revitalize skin

While improving skin tone and visibly reducing the appearance of fine lines, its water-based formula offers a lightweight finish and radiant complexion



The Ritual of Namaste Hyaluronic Acid Natural Booster

This 99% natural water-based treatment helps to re-store the natural moisture balance of skin and provides a surge of instant hydration



The Ritual of Namaste Peptides Natural Booster

This 99% booster features the quintessential ingredient in a natural skincare routine and helps to relieve skin from the effects of oxidative environmental stresses



The Ritual of Namaste Niacinamide Natural Booster

This 95% natural booster helps to even skin tone and texture and provides as a quick absorbing formula

Known as Vitamin B, niacinamide is a water-soluble vitamin that helps to reduce the appearance of dark spots and minimize blemishes and large pores