

# Rituals publishes the ultimate guide to wellbeing



The official reveal of The Book of Rituals by Dagmar Brusse, Creative Director at Rituals Cosmetics

[Rituals Cosmetics](#) has published its first-ever book, The Book of Rituals, which aims to embody the brand's philosophy [The Art of Soulful Living](#).

The limited-edition book was unveiled in the Research Library of the world-renowned Rijksmuseum in Amsterdam, where Rituals is based.

For more than 20 years, Rituals has been focused on personal, physical, mental and emotional wellbeing and finding happiness in the smallest of things.

"This search for happiness is now more relevant than ever," the Dutch company said.

A recent study conducted by travel researcher [m1nd-set](#) has indicated a majority of travelers are more concerned than they were before the pandemic about both their mental health (73%) and physical wellbeing (87%).

Travelers are also keen to see more wellness opportunities in travel retail, with 43% stating that they would like to see more initiatives that cater to and prioritize their mental and physical wellbeing throughout the trip.

"That's where The Art of Soulful Living comes in," explained Dagmar Brusse, Creative Director of

Rituals. "It is a compass for personal wellbeing that aims to help people connect and bring more balance between body, mind and soul."

For the creative visualization of the 400-page book, Rituals worked with photographer and artist Jasper Abels.

The book contains profiles of inspiring people such as happiness ambassador Mo Gawdat, comedian-turned-mental health campaigner Ruby Wax, and head chef Renaud Goigoux of Restaurant Rouhi situated in the brand's flagship store House of Rituals.

The Book of Rituals costs €89.90 (US\$95) and is available in House of Rituals and through Rituals' online channels. It will be available in selected stores from July.