

Rituals re-launches The Ritual of Ayurveda to improve sustainability



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Rituals Cosmetics has re-launched The Ritual of Ayurveda collection in line with its goal to become a more sustainable brand through the use of natural ingredients, recycled packaging and zero-waste production. The Ritual of Ayurveda is the first complete classic collection to include products that contain more than 90% ingredients of natural origin.

Balanced living is the principle behind Ayurveda, the 5,000-year-old “science of life”. This ancient wisdom from India helps consumers improve their overall health and wellbeing by cleansing and nourishing their unique patterns of energies.

The existing Ritual of Ayurveda products including Foaming Shower Gel, Bath Foam, Natural Dry Oil for Body & Hair, Body Cream, Body Scrub and Hair & Body Mist have all been improved as part of Rituals’ Clean, Conscious and Caring strategy.

The Ritual of Ayurveda packaging has also been enhanced as part of Rituals’ zero-waste by 2025. This means that all of the brand’s products are either refillable, recyclable and/or made from recycled materials.

A pair of new products, The Ritual of Ayurveda Rich Body Oil and The Ritual of Ayurveda Coconut Milk Bath, are available from September in Rituals standalone travel retail stores. Offering the ultimate remedy for consumers in need of a skin-nurturing treatment, the first contains three Ayurvedic oils, which are well known for their nourishing benefits: coconut oil, sweet almond oil and moringa oil. Inspired by the Ayurvedic practice of milk bathing to cleanse the body, pamper the skin and calm the

senses, the second contains coconut milk extract, rose extract and a mixture of precious plant oils.