

Rituals soothes holiday travelers with relaunched Karma range



The new Ritual of Karma body care, sun care and home collections are enriched with organic white tea and lotus

Rituals, the body and home cosmetics brand, has relaunched The Ritual of Karma collection ahead of summer to include new products for holiday travelers.

The summery Ritual of Karma keeps its popular fragrance, while its innovative product offer features a new, brighter turquoise color.

Inspired by ancient Hindu belief, the body care, sun care and home collections are enriched with organic white tea and lotus.

The Shower Scrub can be used to prepare skin for holiday by removing dead skin cells to revitalize skin, while the Foaming Shower Gel leaves a sweet scent and gives the whole body a silky soft cleanse.

After showering with the Karma shower foam, the Body Cream or new Body Shimmer Oil can be used to hydrate and nourish skin. The Body Cream is also available as a refill, which uses 70% fewer CO2 emissions, 65% less energy and 45% less water annually.

The sun care offer includes products for face and body to protect against sun damage as well as Self Tanning Body Lotion.

New Shampoo and Conditioner, enriched with argan oil, shikakai and vitamin E, help protect hair against UVA and UVB rays while providing intense moisture.

Meanwhile, the newly added Ritual of Karma Home Collection contains Fragrance Sticks, a Kitchen

Set, a Scented Candle and Garden Incense Sticks.

For feet, two new products have been added to the collection: Foot Scrub and Foot Balm.

A water bottle with beautiful gemstones completes the refreshed Ritual of Karma collection. As they emit their natural energy, the gemstones in this bottle energize and improve tap or filtered water.

The full Ritual of Karma range – body, sun, home – launched in Rituals standalone stores on April 1.

Best-sellers from the body range will be available in shop-in-shops, and sun care products will feature in selected duty free stores where there are dedicated sun care areas.