

indya
SKINCARE



“Less Is More”



Rooted in **Indian Ayurvedic philosophy** and enhanced with **Western dermatology**, Indya skincare presents the perfect marriage between the East and the West

Our **hybrid products** bring an evolved, **holistic approach** to Beauty by combining time-honoured Indian beauty ingredients with Western science to create **safe and easy-to-use formulations** suitable for fast-paced, modern life

Every **ingredient** is carefully selected and kept close to its **natural form**, so that each product is as **gentle and safe** as it is **effective**

We understand **Indian women's' skin concerns**, and each of our ranges is **uniquely suited** to address them with the same final goal - to unearth **naturally glowing, lit-from-within skin with minimal effort**

OUR AUDIENCE



Discerning millennial Indian women who care deeply about personal care, and only want the safest and most gentle formulations for their skin

Time-strapped, always on-the-go women in need of a simplified and effective skincare regimen

Value conscious but unwilling to compromise on **quality and authenticity**

OUR PROMISE



We only formulate with the highest quality ingredients that directly benefit the health of the skin



All our skincare essentials are free of Parabens, SLS and Phthalates



We are completely Cruelty-Free

OUR USP

- **Innovative formulations** combining the best of Indian ingredients and western science. Think Lotus with Retinol & Hyaluronic Acid, Neem with Lactic Acid, and Kokum Butter with Niacinamide
- **Fresh & Vibrant packaging**
- **Value-for-money products** that sit in the range of **Rs.300 – Rs.1000**



OUR RANGES

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CLEAR

An oil-free range that detoxifies and purifies for acne and blemish free skin

DEW

A water based, thirst-quenching range for hydrated and dewy skin

GLASS

A Korean-beauty inspired range for luminous skin

REVERSE

An anti-aging range that gives maturing skin a youthful glow

ROOTS

Made from all-natural Indian ingredients for overall skin wellness

CLEAR

Oil-free, anti-acne range for clear, blemish-free skin

KEY INGREDIENTS

- **Indian:** Neem, Manjishtha, Haldi, Lemon, Chamomile
- **Western:** Retinol, Lactic Acid, Activated Charcoal, Green Clay

PRODUCT CATEGORIES

- Face Wash
- Face Pack/Mask
- Daily Face Moisturizer
- Under Eye Cream
- Face Serum



DEW

A water-based range for hydration and radiance.

KEY INGREDIENTS

- **Indian:** Cucumber, Jasmine, Haldi, Mulethi, Almond Oil
- **Western:** Jojoba, Green Tea, Sea Buckthorn Oil, Apple Cider Vinegar

PRODUCT CATEGORIES

- Face Wash
- Micellar Oil
- Face Mask/Pack
- Daily Face Moisturizer
- Under Eye Patch
- Face Serum



GLASS

Glow boosting range for a K-beauty-inspired, translucent skin effect.

KEY INGREDIENTS

- **Indian:** Honey, 24k Gold, Rose, Tomato, Carrot
- **Western:** Hyaluronic Acid, Glycolic Acid, Niacinamide, Vitamin E

PRODUCT CATEGORIES

- Face Wash
- Face Toner
- Face Mask/Pack
- Daily Face Moisturizer
- Eye Cream
- Face Serum



REVERSE

Anti-aging range that restores plumpness, elasticity and glow to maturing skin

KEY INGREDIENTS

- **Indian:** Ashwagandha, Almond, Lotus
- **Western:** Hyaluronic Acid, Retinol, Wheatgerm Oil, Marula

PRODUCT CATEGORIES

- Face Wash
- Daily Face Moisturizer
- Night Cream
- Face Serum



ROOTS

A range of all-natural, indigenous Indian ingredients to address multiple concerns

KEY INGREDIENTS

- **Indian:** Neem, Haldi, Multani Mitti, Kokum Butter, Chandan, Yashtimadhu, Cinnamon, Clove

PRODUCT CATEGORIES

- Daily Face Moisturizer
- Ubtan
- Face Pack
- Overnight Facial
- Lip Balm



**OUR MISSION IS TO CREATE NOT JUST HEALTHIER SKIN,
BUT HEALTHIER SELF-CONFIDENCE
AMONG INDIAN WOMEN WITH OUR HOLISTIC AYURVEDA-
MEETS-SCIENCE APPROACH
TO SKINCARE**

EXPECTED LAUNCH
15th October 2020



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Thank You

