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THE RITUAL

This festive season, Rituals Cosmetics invites you to slow down and savour every moment of magic with The Ritual of Advent: two beautifully designed Advent Calendars that deliver 24 joyful moments of discovery.



OF
ADVENT
Destination: Joy

RITUALS



There is something *undeniably magical* about the festive countdown.

The comforting traditions and the excitement of discovering something new each morning in the run up to the big day.

Inspired by these cherished moments, the Advent Calendar designs are more than a festive countdown, they are collectible keepsakes designed to spark joy and nostalgia. From a luxurious house decorated for the Holidays, capturing the warmth and comfort of home, to a charming trainset that brings childhood memories to mind.

Filled with bestselling Rituals favourites, limited editions, exciting new beauty and fragrance innovations, and luxurious full-size products, each Advent Calendar offers 24 moments of pure joy throughout December. Whether you're drawn to the comforting charm of our Classic Advent Calendar or the nostalgic wonder of our Premium Advent Calendar, each morning brings with it a new and exciting discovery.



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"The magic of advent lies in the anticipation, the small moments of excitement that build morning after morning. We designed this year's advent calendars to celebrate that feeling, transforming each December morning into a joyful moment of discovery. We wanted to create keepsakes that people would look forward to displaying year after year, bringing together thoughtful design, festive storytelling, and the joy of creating meaningful moments throughout the month. Whether shared with loved ones or enjoyed as a gift to yourself, we hope they bring more wonder, warmth, and festive magic to your mornings."

- Lot van Rij, Rituals Executive Director Innovation & Product Life Cycle Management



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The Ritual of Advent Classic Advent Calendar *24 doors to joy*

Inspired by the warmth and comfort of home during the festive season, the Classic Advent Calendar depicts a pop-up snow-covered townhouse, where a surprise lies behind every window and door. It's a fantasy home beautiful enough to take pride of place in your real-life home throughout December.

With 24 doors of bath, body, and home favourites – including limited editions - you'll find two full-size products plus travels minis in scents tailored to the season: cosy spice, clean floral, and bright citrus. Reminiscent of the chocolate advent calendars of our childhood, open a door a day and discover a new treasure to wrap into your routine. You're invited to cleanse, nourish, scent, and unwind your way through the season's festivities.



Classic Advent Calendar 2026
€89.90* (worth over €162)

*Prices shown are based on Dutch retail prices and may vary by market. Please refer to local prices or reach out to pr@rituals.com

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The Ritual of Advent Premium Advent Calendar *The countdown express*

Our
Biggest
Calendar
Yet

All aboard the magical Premium Advent Calendar, a festive journey with 24 stops.

Designed as an enchanting train display complete with three detachable carriages, the Premium Advent Calendar brings fun, excitement, and nostalgia to the festive season. Each carriage reveals luxurious beauty, bath, body, and home treasures, including six full sized products, a curated selection of travel minis, exclusive launches, and limited editions. Indulge your inner child while building the trainset and enjoy seeing it on display all year round.



Premium Advent Calendar 2026:
€149.90* (worth over €220)

*Prices shown are based on Dutch retail prices and may vary by market. Please refer to local prices or reach out to pr@rituals.com

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Giving with *impact*

Giving is at the heart of what we do throughout the year, but it's especially important during the festive season. Through our 10% Profit for Impact, we use 10% of our profit to support causes that improve the wellbeing of people and planet. Together with partners such as War Child, Pristine Seas, and Tiny Miracles, we help create brighter futures for communities around the world.



The Ritual of Advent Calendars are available at Rituals Cosmetics stores, selected department stores, and at [RITUALS.com](https://www.rituals.com) from 1st September 2026.

About Rituals | Facts & Figures