

RITUALS...

*Slow Down.  
Reconnect.  
Care.*



October, 2026 – This winter, Rituals Cosmetics introduces Uukumwe, a limited-edition bath and body collection inspired by the Namibian word for unity and togetherness. Created in close consultation with members of the Ovawambo community, Uukumwe celebrates Namibian heritage and the strength of shared care. It's an invitation to slow down, reconnect, and care, for ourselves and those around us.

Bridging the gap between “me time” and “we time”, Uukumwe transforms everyday routines into meaningful moments of collective wellbeing. The nourishing formulas and grounding fragrances feature responsibly sourced Namibian ingredients, such as marula oil, myrrh (omumbiri), and ochre clay. Enriched with comforting spices, the collection brings warmth, intention, and togetherness into daily life.

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## Rooted in connection

The story of Uukumwe is shaped through close collaboration with Namibian creatives, including Ovawambo artist Tuli Mekondjo (she/her) and musician Shishani (they/them), who helped shape Uukumwe's storytelling and creative direction from concept to execution.

Inspired by the marula tree, Uukumwe draws on ideas of gathering, connection, and shared care. This can be felt throughout the collection, from the ingredient story to the campaign's warm and grounded visual language. Tuli's original artwork was translated into a limited-edition scarf design, while Shishani contributed to mood, storytelling, and overall creative development of the campaign.



*“Created in partnership with Namibian creatives, Uukumwe reflects a shared sense of warmth and care. But what makes this collection feel truly special is its distinctive blend of ingredients and rich textures, with the addition of a warm and addictive fragrance. The bold packaging serves as a celebration of Namibian heritage. With the Uukumwe Collection, wellbeing becomes something we experience together.”*

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

# RITUALS...

## The Uukumwe Icons

### Creamy Foaming Shower Gel

xx.xx • 200ml

Transforming from a rich amber gel into a cloud-soft foam, this comforting shower essential gently cleanses while marula and baobab oils help leave skin feeling soft and nourished. It blends marula fruit, Namibian myrrh, and clove. As you massage the gel into your skin, enjoy how the fragrance intensifies with the warmth of the water.



### Warming Body Scrub

xx.xx • 220g

This ochre-coloured body scrub combines mineral clay and natural exfoliants to soothe and refine skin, while a gentle warming sensation offers a welcome layer of comfort during the cold winter months. Enriched with marula and baobab oils, it leaves skin feeling silky-soft and delicately scented.



### Hydrating 2-Phase Body Oil

xx.xx • 180ml

A lightweight b-phase body oil that combines refreshing hydration with nourishing marula, baobab, and shea oils. Fast-absorbing and non-greasy, it leaves skin feeling silky soft and cocooned in warmth.



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## The Uukumwe Icons

### Fragrance Sticks

xx.xx • 400ml

Designed to drape your home in warmth and comfort, these limited-edition fragrance sticks deliver the rich scent of marula, Namibian myrrh, clove, and cinnamon for up to five months. With its statement wooden collar, it makes for the perfect centrepiece.



### All-Over Fragrance Mist

xx.xx • 100ml

This alcohol-free fragrance mist refreshes hair and body with a lightweight veil of scent. Enriched with betaine, marula, and baobab oil, it leaves skin and hair delicately fragranced with the collection's signature warming and woody scent.



### All-Over Glow Balm

xx.xx • 9g

A versatile glow-enhancing balm that delivers a warm dewy golden sheen to face and body. Formulated with marula oil and shea butter, it melts effortlessly into the skin for a soft, radiant finish.



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## The Wider Collection

Rich Body Butter, xx.xx, 220ml  
Rich Bath and Shower Oil, xx.xx  
Uukumwe Collection Eau de Parfum, xx.xx, 50ml, xx.xx, 15ml  
Scented Candle, xx.xx, 290g,  
Hand Wash, xx.xx, 300ml  
Uukumwe Collection Tea, xx.xx  
Uukumwe Gift Set, xx.xx

## Supporting meaningful change

At its heart, Uukumwe is a celebration of shared care. This belief is reflected in our wider commitment to wellbeing beyond our products. Through our 10% Profit Pledge, we partner with organisations such as Tiny Miracles, War Child, and Super Chill, which support communities, children, and families around the world. Because wellbeing becomes more meaningful when it's shared.



The Uukumwe collection is available at Rituals Cosmetics stores, selected department stores, and at [RITUALS.com](https://www.rituals.com).

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