



Eight elegant eau de parfums for everyday moments

October, 2026 – The Founder's Collection is Rituals' new collection of eight Eau de Parfums, personally envisioned by founder Raymond Cloosterman and his family. Created to bring moments of joy, optimism, and everyday luxury, each fragrance is designed to not only smell beautiful but also enhance wellbeing through the emotional power of scent.

RITUALS...

The Founder's Collection

- The resulting compositions deliver a lasting 12-hour scent experience that adapts to the wearer's biochemistry via skin-activated technology.
- This molecular technology allows each scent to play and interact with the skin's microbiome, creating a scent that feels subtly different on everyone, making for a deeply personal and memorable scent.

Together with award-winning perfume house dsm-firmenich, the Founder's Collection transforms fragrance into an uplifting sensory experience. Inspired by the belief that scent can influence mood, spark memories, and shape how we feel, each composition has been crafted to bring colour and enjoyment to everyday moments, turning the ordinary into something meaningful and memorable.



Fragrance at our core

Fragrance has always been central in how Rituals tell stories. Inspired by ancient traditions and ingredients from around the world, the brand has spent the past 26 years exploring the transformative power of scent. What began in bath and body, and later evolved into premium home fragrance, has always been rooted in one belief: We're not here to sell you beauty, we're here to make you feel good.

"In a world that feels increasingly intense, people are searching for small moments of joy. With The Founder's Collection, we created fragrances that don't just smell beautiful, but truly make you feel something."

- Raymond Cloosterman, Founder and CEO, Rituals Cosmetics



RITUALS...

Eight eau de parfums to bring colour to your day...



Aura Blossom

MANDARIN • ROSE • SALT CRYSTAL

A radiant blend of juicy mandarin, delicate rose, and mineral salt crystal. Fresh yet softly floral, Aura Blossom captures the uplifting feeling of sunlight on skin.

Silent Waters

BERGAMOT • AQUATIC NOTES • CLEAR WOOD

Crisp Bergamot meets fluid Aquatic Notes and smooth Clear Wood in this clean, calming scent. Effortlessly fresh, Silent Waters evokes the stillness of open water and the quiet moments of escape.



Love Whisper

NEROLI • ORRIS • WHITE MUSK

Soft neroli and powdery orris melt into comforting white musk for a fragrance that feels beautifully intimate. Elegant and understated, Love Whisper lingers like a gentle embrace.

Himalaya Bloom

PEACH • ROSE • MUSK

Velvety peach and blooming rose unfold against a warming base of musk to create a scent that is soft, comforting, and quietly addictive. Himalaya Bloom is inspired by serenity and natural beauty.



RITUALS...

Eight eau de parfums to bring colour to your day...



Inner Flame

PISTACHIO • LYCHEE • TONKA BEAN

Creamy pistachio and juicy lychee melt into the rich warmth of tonka bean, creating a gourmand fragrance that feels indulgent, vibrant, and irresistibly modern. Inner flame is bold, joyful, and deliciously addictive.

An unexpected fusion of creamy pistachio, exotic lychee, and rich tonka bean creates a fragrance that feels warming, vibrant, and full of energy. Inner Flame is bold, joyful, and irresistible.

Spice Pulse

JUNIPER • SAGE • AMBER

Fresh juniper and aromatic sage are wrapped in rich amber for a scent that feels vibrant, modern, and full of depth. Spice Pulse balances crisp freshness with sensual warmth.



Velvet Heart

CARDAMOM • VANILLA • CASHMERE WOOD

Spiced cardamom blends seamlessly with creamy vanilla and soft cashmere wood in this enveloping gourmand fragrance. Velvet Heart is warm, smooth, and effortlessly comforting, leaving a soft, lingering trail that's both endlessly inviting.

Silver Suede

BLACK CURRANT • SUEDE • SANDALWOOD

Dark black currant, supple suede, and creamy sandalwood come together in a sophisticated scent with an edge. Silver Suede is refined, sensual, and quietly confident.



RITUALS...

Supporting meaningful change

Rituals is committed to making wellbeing meaningful beyond the individual, supporting the wellbeing of people and communities worldwide. In partnership with organisations such as UNICEF, this commitment helps provide care, education and protection to children and families in need. Through its 10% Profit Pledge, Rituals contributes to long-term partnerships that create lasting positive impact.



Rituals The Founder's Collection is available at Rituals Cosmetics stores, selected department stores, and at [RITUALS.com](https://www.rituals.com).

The collection is priced at XX,XX for 50ml, and XX,XX 15ml miniature.

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