

Uukumwe

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 marula oil, myrrh (omumbiri), and ochre clay. Enriched with comforting spices, the collection brings warmth, intention, and togetherness into daily life.

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

The Uukumwe icons

Creamy Foaming Shower Gel 200 ml, €11,90

This comfort balm is the perfect tonic to zoomed-out paw pads. It creates a protective-feel layer, restores comfort, and softens dry and rough skin. Massage into tired paws and allow the chamomile, white tea, apricot, and sandalwood scent serve as a post-walk treat for you both.



Warming Body Scrub 220 ml, €18,90

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 180 ml, €19,90

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.



Fragrance Sticks 400ml, €39,90

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 100ml, €24,90

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 9ml, €19,90

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.



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 wider collection

Rich Body Butter 220ml, €25,90

Rich Bath and Shower Oil 200ml, €19,90

Uukumwe Collection Eau de Parfum 50ml, €59,90

Uukumwe Collection Eau de Parfum 15ml, €22,90

Scented Candle 290g, €28,90

Hand Wash 300ml, €15,90

Uukumwe Collection Tea 100g, €14,90

Uukumwe Gift Set L, €59,90

The Uukumwe collection is available at Rituals Cosmetics stores, selected department stores, and at RITUALS.com.

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About Rituals

Rituals Cosmetics is a proud Certified B Corporation™ and is dedicated to continuously improving its social & environmental impact in the beauty luxury industry. As a foremost founder of integrating bath, body and home care into a single portfolio, Rituals embraces the philosophy of transforming everyday routines into more meaningful moments. Each product is inspired by an ancient tradition allowing you to find happiness in the smallest of things. With an expansive innovation portfolio in body care, home fragrances, natural skin care, men care and home wear, Rituals invites the consumer to enrich their world with wellbeing moments.

Founded in Amsterdam in 2000, Rituals has since been established as a global industry expert in over 33 countries present in vibrant cities such as London, Paris and Hong Kong with more than 1,500+ boutiques, 4,176 shop-in-shops, and world's first Mind Oasis. As part of Rituals' commitment to continuously improving its social & environmental impact, the brand is on a journey to 90% natural origin formulas and packaging that's either refillable, recyclable or made of recycled material. Next to its sustainability efforts, the brand is committed to making an impact beyond the company with their pledge of 10 percent net profit towards the wellbeing of people and planet. For more information, please visit www.rituals.com.

For more information on our sustainability efforts, please read [our sustainability report](#).

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