



# The Ritual Of Ayurveda

*Find your balance*

**AMSTERDAM, 1 May 2026** - Rituals Cosmetics reintroduces The Ritual of Ayurveda, its longeststanding collection, in a renewed expression across bath, body, and home category. Inspired by ancient Ayurvedic wisdom, the signature range returns with a warm, floral-spicy fragrance, enriched with Indian rose and sweet almond oil, inviting moments of balance, harmony, and mindful self-care into everyday life.



The renewed Ritual of Ayurveda collection comprises 24 products and three curated gift sets in sizes S, M and L, offering a complete bath, body and home experience rooted in balance and harmony.

## Fragrance pyramid

### **TOP: Plum • Green Notes**

Fresh, vibrant opening that immediately uplifts the senses.

### **HEART: Peony • Exotic Spices**

A floral-spiced heart that adds warmth, depth and character.

### **BOTTOM: Indian Rose • Sweet Almond Oil • White Musks**

A rich, base that lingers softly and provides lasting warmth.



Three new products are highlighted to capture the essence of the range:

1. The **Super Dry Body Oil**, a fast-absorbing, non-greasy oil that intensely its anti-inflammatory properties and hydrating coconut oil, this 90% natural dry oil nourishes the skin according to Ayurvedic tradition.



2. The **Face & Body Clay Mask**, a purifying, creamy formula that draws out impurities and leaves skin smooth and radiant.





3. The **Pre-Wash Hair & Scalp Oil**, designed to nourish the scalp and enriched with amla\*, help prevent dryness and breakage, and leave hair soft and shiny.



\*Amla is a nutrient rich fruit from a tree native to India, known for its high vitamin C content and powerful antioxidants, used in Ayurvedic tradition to boost immunity and support skin/hair.

The Ritual of Ayurveda collection will be sold in all boutiques, shop-in-shops and online.



**Ayurveda Factsheet 2026 (1).pdf**

934 KB PDF document



**The Ritual of Ayurveda Images**

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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 1,400+ stores, 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](http://www.rituals.com).

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

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