



Discover the scent of the summer season with the “Ritual of Seshen” – Rituals' newest Limited Edition

Beauty secrets of the Nile

AMSTERDAM, March, 2026 - Luxury wellbeing brand Rituals Cosmetics proudly presents “The Ritual of Seshen”, their newest summer limited collection. The ancient Egyptians saw Seshen – the lotus flower that blooms at dawn from the mud – as a symbol of fresh starts and natural beauty. Just like the lotus, Rituals encourages you to begin each day with a fresh perspective, letting go of what no longer serves you.



This new collection symbolizes renewal and purity and invites you to embrace a mindful self-care routine, while drifting away to the calm, sunlit banks of the Nile. With its light, refreshing textures and summery scents, this is the perfect collection to renew your spring and summer routine.

Why you'll love it

- Limited edition, limited stock, 12 products and a giftset
- Formulas of 90% ingredients from natural origin or higher (except for the Eau de parfum)
- Light-as-air, summer ready textures
- A fresh, green and solar scent featuring lotus flower & orange blossom
- Skin-loving, hydrating formulations for a natural summer glow
- Exclusive innovations: Body Gel, Glow Mask Set & Floating Candle
- Premium recyclable glass packaging

YOUR NEW SPRING ESSENTIAL | THE BODY GEL

The Ritual of Seshen Body Gel is a refreshing, jelly-like innovation with soothing aloe vera. Light-as-air and instantly hydrating. The bouncy and playful texture, inspired by the life-giving waters of the Nile, melts into the skin. Perfect for summer days.

Tip: apply generously over clean skin, morning and night, for your daily dose of radiant glow.

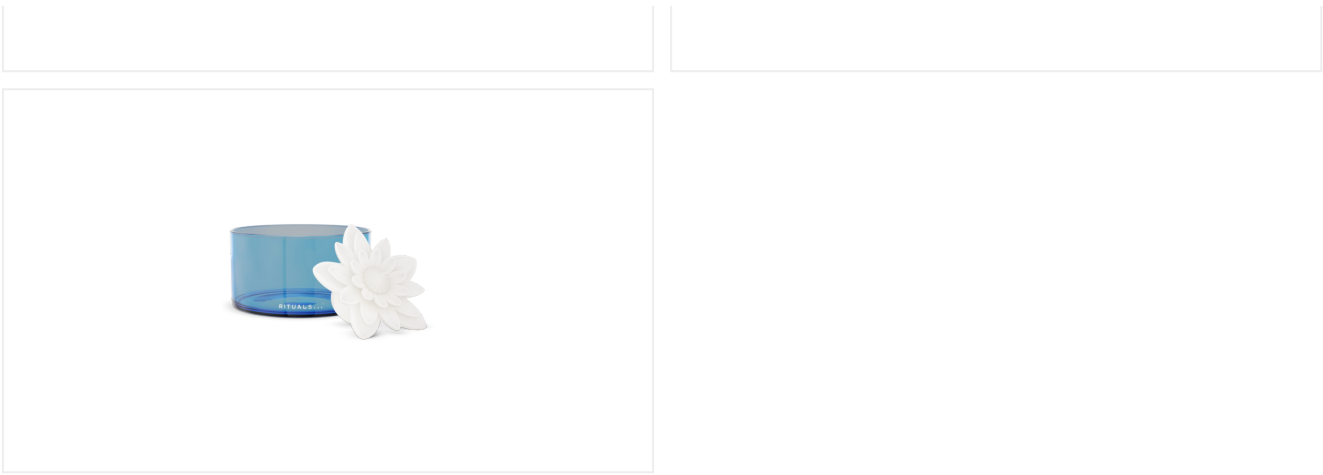


**EXECUTIVE DIRECTOR OF INNOVATION & PRODUCT LIFECYCLE
MANAGEMENT LOT VAN RIJ:**

“With The Ritual of Seshen Body Gel, we reimagined what daily hydration can feel like. By combining the symbolic purity of orange blossom with the renewing power of the lotus, we created a product that is not only sensorially disruptive but also deeply meaningful. It reflects our broader innovation mission: elevating everyday care through thoughtful design.”

Your new daily mindful summer routine with The Ritual of Seshen





- 1. Cleanse** - Apply the Foaming Shower Gel for a lush, velvety cleanse.
- 2. Exfoliate** - Polish with the Body Scrub, enriched with oils and sea salt.
- 3. Hydrate** - Apply the Body Gel, it hydrates instantly, leaving skin supple and radiant.
- 4. Flourish** - Mist Hair & Body Spray for a light, uplifting finish.
- 5. Reflect** - Light the Lotus-Shaped Floating Candle for a serene moment.

Get ready to shine this summer with Rituals' newest summer limited. Available in all stores and online as of March 2026.

Seshen Factsheet 2026 Limited Edition.pdf

62 MB PDF document

The Ritual of Seshen Images

rituals.com

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.

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

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