



INTRODUCING RITUALS' RELAUNCHED SAKURA COLLECTION & ITS NEWEST LIMITED EDITION, THE RITUAL OF YOZAKURA

Indulge yourself in the ultimate selfcare routines

AMSTERDAM, MARCH 4th, 2024 - Today, wellbeing brand Rituals Cosmetics relaunches The Ritual of Sakura, its bestselling and newly extended collection. The brand also announces a new and exciting limited edition: The Ritual of Yozakura. This collection offers an enticing range of bath, body and home products, building on the success of The Ritual of Sakura and formulated using ingredients like Yoshino cherry and black rice extract. But there is more! To combine these two beautiful collections, the brand launches a brand-new giftset.

Wake up to The Ritual of Sakura

Inspired by the Japanese flower-viewing tradition of Hanami, The Ritual of Sakura was designed to help celebrate each moment and find the beauty that lies within it. By relaunching this iconic collection, Rituals invites everyone to rediscover the sweet and floral scent, which is voted as a customer favorite. In addition to the existing bath, body & home range, the relaunch offers three new and exciting products: a body lotion mousse, a natural booster body hyaluronic acid and a natural booster body bakuchiol.



With the delicate scent of cherry blossom and the nourishing properties of rice milk, the range is formulated with at least 90% natural origin ingredients[1] and is designed to bring a sense of renewal to mind, body, and soul.

Seize the day & cherish the night with The Ritual of Yozakura

Building on the success of the best-selling Sakura collection, Rituals created an exciting new limited edition: The Ritual of Yozakura. This collection is inspired by the tradition of Yozakura, the ancient Japanese practice of viewing cherry blossoms at night. It helps remind us that life, like the delicate Sakura petals, is both beautiful and fleeting, and that we should make the most of every moment. The long-lasting, deep floral and rich amber fragrance is formulated with at least 90% natural origin ingredients[1] such as Yoshino cherry and black rice extract.

The Ritual of Yozakura Shimmering Body Oil

Unveil the allure of our brand-new sparkling shimmer oil featuring three stunning shades of shimmer in rose, gold, and silver, designed to complement every skin tone with a touch of glamour. Enriched with nourishing of Yoshino cherry and black rice extract, our shimmering body oil's formula revitalises dull-looking skin, leaving a subtle and luminous pearlescent shimmer that enhances your natural beauty, giving you radiant and glowing skin. Crafted with 98% natural origin ingredients, this luxurious innovation is a testament to our commitment to delivering both opulence and skincare excellence. (€22,90)



"I am very proud of the limited edition of The Ritual of Yozakura; again a true example of our passion for creating surprising luxury collections. It is an amazing fragrance and a beautiful story; it brings back warm memories of my trips to Japan. All the samples in the test panel went missing so that is a very good sign. In my family the Shimmering Body Oil and the Yozakura Foaming Shower Gel got 5-star ratings. I can't wait to see it in our stores; our fans will love it. "

Raymond Cloosterman, Founder & CEO of Rituals Cosmetics.

The Ritual of Yozakura brings the ultimate self-care routine to seize the day and cherish the night.

1. Cleanse

Use a small amount of foaming shower gel and watch as it instantly transforms into a rich, velvety foam. This first step helps remove the top layer of impurities, preparing your skin for

the next step. (€10,90)

2. Revitalise

Get ready for radiant, smooth skin with this 91% natural-origin body scrub. This sugar scrub transforms into a soft foaming texture, exfoliating while purifying, setting the stage for the next nourishing treat. (€16,90)



3. Nourish

This super lightweight body serum, with active ingredients like 5% niacinamide, helps even out skin tone and rebuild the skin's moisture barrier. (€19,90)

4. Hydrate

Lock in all that hydration with a rich nourishing cream containing skin-loving black rice extract, vitamin E and Yoshino cherry. (€19,90)

5. Flourish

Top off your fragrant routine with a spritz of the hair & body mist before you leave the house. Add to your purse to re-apply throughout the day. (€19,90)





Celebrate each day as a new beginning

On top of the relaunch of the Sakura collection and launch of the Yozakura collection, Rituals launches a brand-new and exquisite gift set! Discover the joy of the perfect self-care routine with an amazing collection of 10 carefully curated items from The Ritual of Sakura and The Ritual of Yozakura. Doubling as a beautiful keepsake piece, this limited-edition gift set exudes happiness. Inside, you'll find a selection of our bestselling and brand-new products designed to help you or your loved ones fully embrace the blissful journey of self-care. (€59,90)



[1] Not including the shower oil, hair & body mist and car air freshener. In addition, there are refills available for the body cream, hand wash, fragrance sticks and car perfume.

[2] Not including the Hair & Body mist. In addition, all plastic jars and bottles are made from recycled PET, and the glass and the aluminium can are recyclable.

Factsheet_Sakura_Yozakura.pdf

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About Rituals

Rituals Cosmetics is a brand dedicated to sustainable and personal wellbeing in the beauty luxury industry. As a foremost founder of integrating bath, body and home care into a single portfolio, Rituals embraces the lifestyle 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 36 countries present in vibrant cities such as London, Paris and Hong Kong with more than 1,104 stores, 3,900 shop-in-shops, 5 body spas and world's first Mind Oasis. In addition to the first Mind Oasis in Amsterdam, Rituals has also opened The Mind Oasis in Antwerp, Barcelona, Frankfurt and Paris in 2023. Dedicated to its Clean, Conscious and Caring approach, Rituals is a proud Certified B Corporation™. As part of Rituals' commitment to continuously improve its social & environmental impact, the brand is focused on 90% natural origin formulas and packaging that's either refillable, recyclable or made of recycled material. Next to that, Rituals is an avid supporter of 3 charities. In a world of luxury brands, Rituals aims to be the forerunner in the luxury standard of bringing beauty and wellbeing together in a sustainable future. For more information, please visit www.rituals.com.