



The Ritual Of Ayurveda

Find your balance

AMSTERDAM, XXX, 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.



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Contact

pr@rituals.com

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