

UNDER EMBARGO until June 1 2026, 10:00 (EEST)

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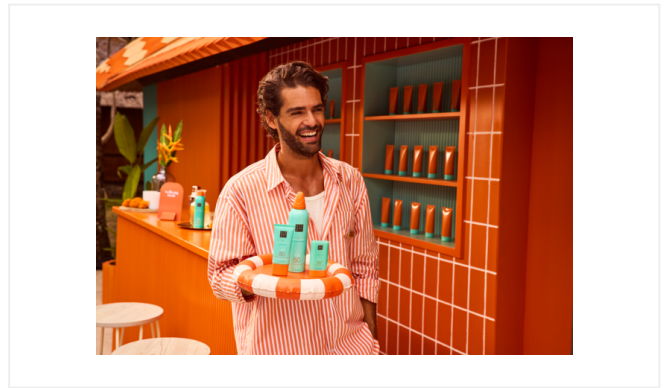
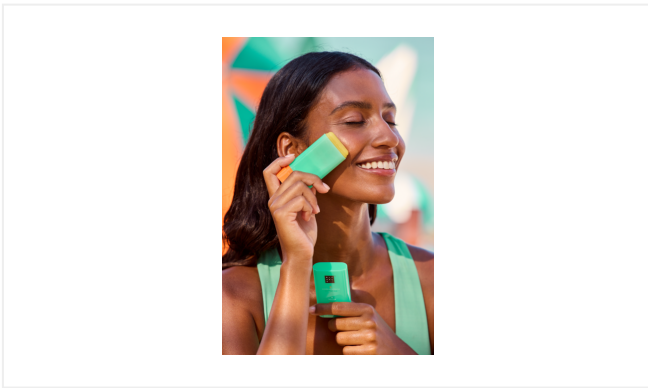
The Ritual of Karma

Sun care that feels as good as it works

April 2026 – Rituals unveils the renewed Ritual of Karma collection, a complete bath, body and home range designed to protect, nourish, and enhance skin, before, during, and after sun exposure. Combining advanced skincare with summer sensorials, the collection spans high-performance sun protection, soothing after sun, and effortless self-tanning, all infused with an iconic uplifting summer fragrance with lotus and white tea.

At its heart is the new The Ritual of Karma Stick Sun Protection, SPF50+, 20g, €X. This moisturising, on-the-go sun stick is powered by Hydra-Boost technology and features a non-sticky, transparent formula that glides onto skin leaving no white cast. Inspired by the ancient wisdom of Karma, the belief that the energy we give returns to us, the collection transforms sun

care into an act of wellbeing, helping you protect your skin while radiating positive summer energy.



A sun-caring collection to radiate summer energy, including...

- **NEW:** Foaming Sun Protection (SPF 50)

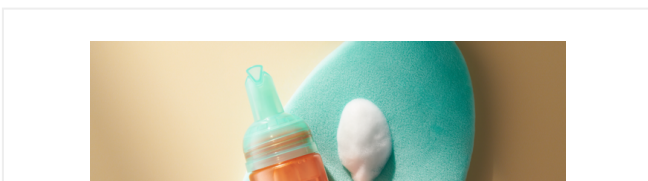
A lightweight, water-resistant sunscreen with Rituals' iconic airy texture that melts effortlessly into skin. Powered by Hydra-Boost Complex, the fast-absorbing, non-sticky formula delivers hydration while providing broad-spectrum UV protection with no white cast. Vegan-friendly and designed for everyday wear, it leaves skin protected and comfortable.

- **NEW:** Stick Sun Protection (SPF 50)

A moisturising sun stick designed for effortless, on-the-go protection. Powered by Hydra-Boost and enriched with the iconic Karma scent, the non-sticky formula glides on smoothly with no white cast, making it the perfect everyday essential.

- **NEW:** Sun Glow Self Tanning Foam

A playfully textured, lightweight formula designed to deliver a natural-looking, radiant glow. With Hydra-Boost Complex, the streak free foam allows you to control the intensity of your tan, developing evenly across all skin tones and lasting up to a week before fading smoothly.





The Ritual of Karma is where advanced sun care meets mindful wellbeing, protecting, nourishing, and enhancing your skin so you can radiate positive energy.

The Scent of Summer

A signature element of The Ritual of Karma is its fresh, oral summer fragrance reflecting the growing desire for sensorial, mood-enhancing aromas. With uplifting notes of lotus flower and white tea, the scent captures the essence of summer. It's light, radiant, and transportive, elevating daily sun care into an emotionally buoyant experience.

The Work That We Support

As we embrace summer and protect our skin, we're reminded of the importance of protecting our oceans too. Pristine Seas is working to protect and restore the world's most precious marine environments, helping safeguard ocean health for the future. Through our 10% Profit Pledge, Rituals proudly supports their vital work.

“Protecting the ocean is one of the most urgent challenges of our time, making the work of Pristine Seas vital in safeguarding and restoring some of the world’s most precious ecosystems

for further generations. At Rituals, we believe businesses have a responsibility to drive meaningful change, which is why, through our 10% Profit Pledge, we are proud to support their efforts and contribute to the protection of our planet’s blue heart.”

- Niki Schilling, Rituals Executive Director Impact.

The Ritual of Karma collection is available at Rituals Cosmetics stores, selected department stores, and at RITUALS.com.



Karma Factsheet 2026.pdf

9.34 MB PDF document

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