

A HELPING HAND

Bazaar shines the spotlight on homegrown beauty brands that are kind not only to the body, but also to the environment

In 2016, when *Bazaar* first launched its Made in India category in our Best of Beauty Awards, we already had an inkling of how large the clean beauty movement would become. Fast-forward three years, and new brands are emerging everyday, each offering clean and natural alternatives to skincare, haircare, and makeup.

Today, however, companies are going a step further: Beauty brands are moving beyond just making you look and feel good, they're doing good too. From sponsoring educational initiatives, funding charities, promising fair prices, and even saving bees and sharks, these are the brands that are leading the kindness revolution.



FOREST ESSENTIALS

by MIRA KULKARNI

"It's in our DNA to give back to nature what we take from it. It is the very premise of Ayurveda," says Kulkarni, who founded Forest Essentials in 2000, making it the first brand to interpret the ancient science in a modern, luxurious manner. "We ensure all ingredients are derived from sustainable agriculture, and empower women by providing them with jobs in villages like Lodi, Uttarakhand, and helping them open bank accounts in their name."

KAMA AYURVEDA

by VIVEK SAHNI, DAVE CHANG, VIKRAM GOYAL, AND RAJSHREE PATHY

"Every time we come up with a new idea, we look for ways to work with NGOs and charities. For example, each year we buy Holi colours from Prabhat—Society for Child Development, a Delhi-based NGO. They create the colours by grinding waste flowers from temples," explains Sahni, who co-founded Kama Ayurveda in 2002.



(From left) Kumkumadi Miraculous Beauty Fluid, ₹2,395 and Bringadi Intensive Treatment Hair Oil, ₹1,250/250ml.

BARE NECESSITIES

by SAHAR MANSOOR

"Our plan is to help people consume more mindfully by making sure that none of our products end up in a landfill—everything is either biodegradable or reusable," says Mansoor, who founded Bare Necessities in 2016. A one-stop shop for eco-friendly solutions, it offers household items such as laundry detergent and sporks (made out of bamboo) and personal care products. Furthermore, last year they launched their Last Straw campaign, an initiative aimed at reducing the consumption of plastic straws by working with roadside coconut vendors in Bengaluru to help them transition to ones made from coconut leaves.

(From left) Stainless Steel Straw, ₹170, Peppermint Party Toothpaste, ₹475, and Desert Dry Shampoo, ₹475.

THE CONVERSATION STARTERS

The pioneers of India's green beauty revolution



THE SKIN PANTRY

by COLETTE AUSTIN

The pursuit of glowing skin starts in the kitchen. In the case of The Skin Pantry, quite literally so. "There will be no machines. Everything will be handmade, hand-mixed, hand-whipped, and made to order," she explains of her organic brand that is expanding from her home to a kitchen-factory in April this year. In fact, she even works with people who cook, offering an alternative source of employment for anyone who can whip up a soufflé or bake a cake. ➤



(From left) Skin Smoothie Charcoal Face Wash, ₹1,350/200ml and Almond & Aloe Whisper Face Moisturiser, ₹1,700/50ml.

PAHADI LOCAL

by JESSICA JAYNE

"I promised myself that all aspects of my company will give back," says Jayne, who founded Pahadi Local in 2016. Since then, she has lived up to her pledge. She works with various women's self-help groups in Ladakh to collect flowers and herbs used in the brand's line of teas.

Today, 68 women are employed in the process. This year, Jayne also plans to provide sewing machines for them—and a consistent stream of income. When the region shuts down in winter, they can still work, sewing packaging materials like bags, which the company will then purchase.



(From left) Pull Lake Sediment Detox Salt, ₹975/100g and Gutti Ka Tel Apricot Kernel Oil, ₹1,850/200ml.