

# Hashtag

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**DECODED:**

**HOT, SEXY AND  
UNCONVENTIONAL  
SANDEEPA  
DHAR**

**"I WAS INITIALLY  
SCARED TO WORK  
WITH AMITABH  
BACHCHAN"  
EMRAAN HASHMI**

**FASHION**

**FOR THE PAW FRIENDS**

**10**

**STEP KOREAN  
SKINCARE  
ROUTINE**

**BONEDI BARIR**

**HERITAGE DURGA PUJA  
OF KOLKATA...**

**CONFESSIONS OF A  
PANDEMIC YEAR  
SHOPAHOLICS!**

**Wake up!**

**ORGANIC BREAKFAST JOINTS  
HYDERABAD**

**REVIEWS  
TRAVEL  
FASHION  
& MORE**

# Treat Your Skin With Kindness



Increasing consciousness around skincare products that are natural and clean has left us with limited options in the market. **Aakanksha Bajpai** discovers three brands that focus on sustainable products for the urban pocket.



**Colette Austin**

Although our country exports an enormous amount of organic raw materials, Colette faced hardships while sourcing her ingredients. A second challenge was the question of chemical preservatives and stabilisers in the homegrown products. Colette explains, "This meant I could hope for a product shelf life of only three months. This posed some real difficulties, with the product cost, as well as the fact that stocking my products in retail was not an option. This narrowed the platforms or outlets I could be present on." Five years down the line, however, saw the brand become part of an investment partnership firm, titled, the Skin Mill LLC, from November 2019.

She comments, "While doing all of the above on my own was not always easy, I will always be grateful for the experience and the tremendous learning I gained by being exposed to every aspect of the business of creating a brand from scratch."

Talking about the future, Colette says, "It's a good time to be in the business of skincare in India! I believe that the industry remained buoyant and even thrived during the pandemic. Staying home meant not much makeup, no salons, therefore most were taking better care of their skin. It's an even better time to be an organic skincare brand! While still nascent, it's a fast-growing market. So next on the cards for us is to apply for our Ecocert / Cosmos certifications."

## Skin Pantry

Instagram: @theskinpantry

Shop: <https://www.theskinpantry.com>

In 2015, Colette Austin found herself turning up empty-handed in her search for organic skincare products. An inspired turn towards the kitchen for clues led to the start of the now flourishing entrepreneurial venture Skin Pantry.

Their philosophy is simple: do not put on your skin what you would not put in your mouth. Talking about her journey Colette says, "The Skin Pantry experience has been a heady one, fraught with challenges and indescribable joy as well. At first, I whipped up the products myself, in my kitchen. I also filled, labelled, packaged, sterilised, and dispatched orders. I created visual and copy content for my tiny social media following. I maintained the accounts and invoices, took orders by email, and maintained a close client relationship."



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