

hikma rituals

Reviving Tradition

Leading the Future of Wellness

Rooted in tradition, designed for growth

h i k m a
حكمة



About Us

We bridge modern lifestyles and traditional herbal medicine by providing sustainable, culturally rooted solutions for health challenges like immunity, stress, digestion, energy, and hormonal balance. Our products blend heritage wisdom with innovation, empowering individuals to embrace balanced health while benefiting people and the planet.

Preserving Herbal Traditions:

We honour and preserve the region's rich plant knowledge, ensuring ancestral wisdom thrives in modern contexts as a vital part of cultural heritage.

Supporting Regenerative Agriculture:

hikma rituals supports the UAE's Sustainability Agenda by championing regenerative farming, biodiversity conservation, and ethical sourcing, safeguarding regional flora and empowering local communities.



Challenges in the market



Limited access to high-quality, authentic, and culturally relevant herbal wellness products in the GCC.



Mass-market solutions that fail to meet regional and cultural needs.



Lack of community-driven spaces for wellness education and engagement.



The Solution

What hikma rituals offers:



A flagship apothecary in Dubai serving as a wellness destination for retail, personalised consultations, and workshops. Dedicated production facility to scale up and streamline production.



Premium, small-batch herbal products inspired by ancestral traditions and modern science.



A scalable e-commerce platform to reach GCC-wide and Global demand.

Our herbalist formulated tinctures, restorative powders and plant infused oils are made thoughtfully, slowly, with love and deep respect for our lands and plant allies. Our products are locally inspired, organic, sustainable and ethically sourced. Ancient wisdom for our age.

Pure botanicals for a better way of living.



Target Audience and Market Positioning

Our Customers:

- Discerning clientele in Dubai, SWANA region and Europe.
- Age range: Early 20s to late 50s.
- **Demographic profile:**
 - Health-conscious, forward-thinking individuals seeking premium wellness products.
 - Men and women who are invested in self-care and well-being.
- **Psychographic profile:**
 - Values premium, high-quality products that enhance their lifestyle.
 - Prioritises natural, organic ingredients and sustainability.
 - Looks for quality, sensorial self-care rituals with aesthetic appeal.
 - Brand-loyal customers who research and invest in long-term wellness solutions.

Market Positioning:

- **Bridging wellness and luxury:** Positioned at the intersection of holistic health, beauty, and high-end lifestyle.
- **Aesthetic and experiential:** More than just a product, hikma rituals offers a premium sensory experience.
- **Exclusive and crafted:** Differentiated from mass-market brands by focusing on artisanal, high-quality formulations.
- **Premium pricing strategy:** Targeting an audience willing to invest in authenticity and efficacy.
- **Sustainability as a core value:** Aligning with a growing market trend towards conscious consumerism.
- **High-growth segment:** Capitalising on the high-quality wellness industry's rapid expansion, particularly in Dubai and global affluent markets.

Growth Strategy

Long Term Impact:

As the region's **first and only modern apothecary**, hikma rituals long-term impact lies in **advancing sustainability** by setting a standard for **ethical sourcing, preserving biodiversity, and championing conscious practices**.

Through our practices and ethos, we not only provide **immediate benefits** to customers but also **contribute to a future** where **natural resources are protected, traditional knowledge is preserved and honored, and communities are empowered to embrace sustainable well-being**.

hikma rituals provides the **unique ability** to address the region's **growing demand for natural products** while **reducing reliance on imports**.



Testimonials and Traction



Lana Al-Mulla

Nutritional Therapist
and Functional Medicine Practitioner

“ hikma rituals’ products are of exceptional quality and highly effective. Their herbal remedies, like Relief and Daily Defense, have significantly improved my family’s health, especially during cold and flu seasons. The Pillow Mist, Calm Drops, and Focus Powder have been essential in managing stress, promoting relaxation, and enhancing overall resilience. These products were invaluable during my pregnancy and postpartum recovery. hikma rituals truly delivers outstanding natural health solutions crafted with the utmost care. I confidently recommend hikma rituals to all my clients. ”



Kris Rai

Osteopath, Naturopath and Teacher,
Director and Co-Founder of Joint Space, Dubai

“ hikma rituals revitalises the ancient practice of Herbalism for the modern era. When it comes to myself, my patients and my clinic, we only collaborate with people who inspire us through the dedication and passion that they bring to their craft, ensuring the finest quality in everything they do. I never hesitate to ask Shereen for her remedy recommendations whether it’s for myself or my patients. ”

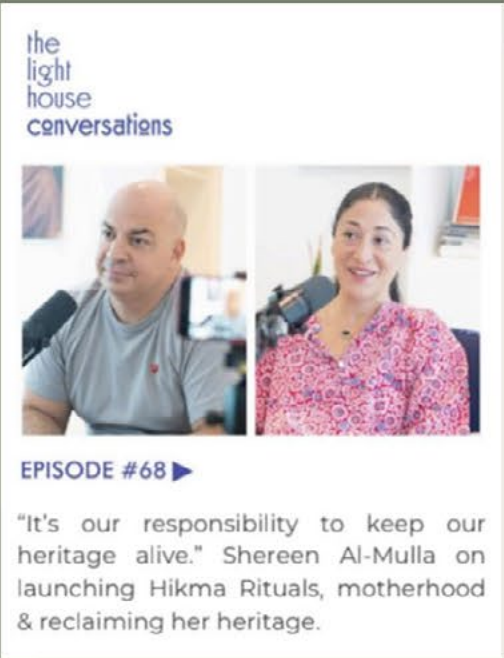
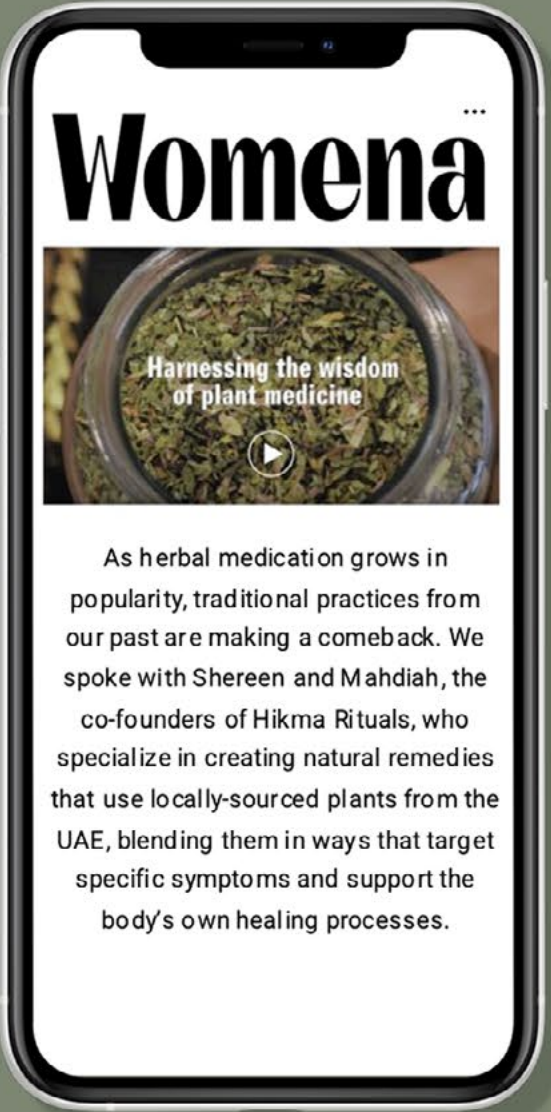
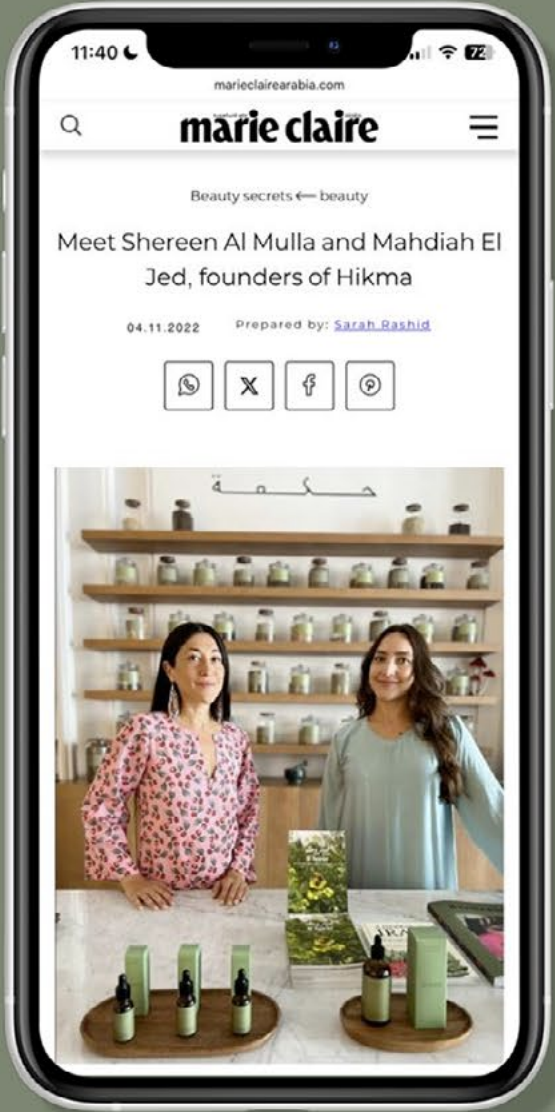
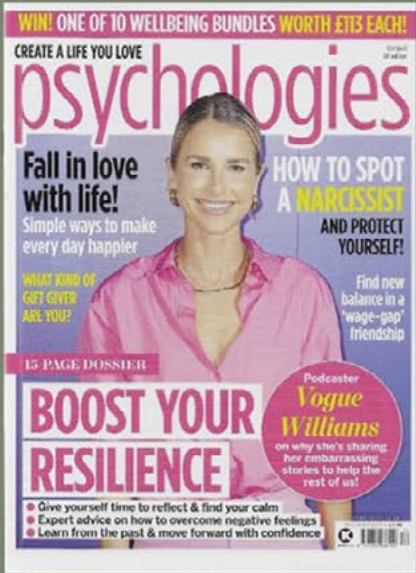


Mohamed Aissaoui

CEO and Founder of
My Farm Dubai

“ hikma’s products consistently demonstrate exceptional quality and reliability. Their commitment to excellence is evident in every aspect of their production process, from the careful selection of raw materials to the stringent quality control measures they implement. The effectiveness of their products has greatly contributed to the success and satisfaction of our operations and customers. Personally, my favorite product is the beard oil with frankincense. Its outstanding quality and the remarkable results it delivers have made it an indispensable part of my daily routine. We are proud to collaborate with hikma and highly recommend their products to anyone seeking superior quality and dependable performance. ”

Media coverage



Key Collaborations + Partnerships

Collaborations



Irthi Contemporary Crafts Council



Whoop



Nike



Gucci



Sole DBX

Retail Partnerships



SIRO at The One and Only Za'abeel hotel Dubai UAE



Joint Space Dubai UAE



The Third Line shop Dubai UAE



Mirzam Dubai UAE



CONTRAST

Contrast Dubai UAE



Homegrown Market KSA



Karama Yoga Dubai UAE



Tafoni KSA



House of Wisdom Sharjah UAE



Jumeirah UAE

Our Products Categories

Our Product Range : Nature’s Wisdom in Every Bottle | Current Product Line: 15 SKUs Across 5 Categories



Ingestible Powders

Nutrient-packed blends
for daily wellness



Ingestible Glycerites

Alcohol-free herbal
extracts for targeted support



Ingestible Herbal Vinegar

Functional vinegars infused
with potent botanicals



Infused Topical Oils

Skin-nourishing and
therapeutic blends



Herbal Mist

Aromatic sprays for
calming and refreshing spaces

Our Star Products



Fire Cider

A time-honoured elixir for vitality.

A vibrant apple cider blend infused with warming herbs, crafted to invigorate and ignite your vitality.

Helps to:

Support digestion and immunity

Stimulate circulation and warm the body

Soothe sore throats and congestion



Focus

A nootropic blend for mental clarity and focus.

Crafted with reishi, cordyceps, lion’s mane mushrooms, and gotu kola, this synergistic blend reduces inflammation, supports the gut-brain connection, and enhances cognitive function.

Helps to:

Increase focus

Improve mental performance

Support busy and demanding days



Tender Oil

A meditative body oil for skin and soul.

Made with sweet almond oil, anti-inflammatory calendula, and the relaxing essence of orange blossom.

Helps to:

Moisturize and soothe dry skin

Minimize scars and blemishes

Soothe sunburn and relax the mind



Calm

An anxiety-alleviating tincture for relaxation.

Combining passionflower, skullcap, oatstraw, and verbena, this tincture nurtures the nervous system and alleviates stress.

Helps to:

Wind down before bed

Dissolve feelings of stress

Relax a crowded mind



Daily Defense

A Daily Immune Ally.

A powerful glycerite crafted to boost your immune system and support overall vitality, especially during high-stress or seasonal illness periods

Helps to:

Enhance immune function

Build daily resilience

Defend against colds and flu

Team



Mahdiah El Jed

Clinical herbalist and sustainability expert

Mahdiah’s Canadian upbringing was deeply connected to nature, shaped by foraging, traditional hunting and fishing, growing food, whale watching, and camping. With Indigenous roots from Canada and North Africa, she bridges her diverse cultural identities through a sacred connection to the natural world.

Raised in the Islamic Sufi tradition, she embraced hikma—seeking balance and wisdom through nature—which shaped her approach to health and wellbeing. Her herbal studies began over 15 years ago at FloraMedicina in Quebec and continued at the Herbal Academy.

Holding an M.Sc. in Environmental Sciences, Mahdiah has lived, worked, and studied in regions like Cuba and West Africa, focusing on sustainable food systems, climate change, and renewable energy. Now based in the UAE, her expertise as a scientist and certified herbalist guides every formula at hikma rituals, embodying her commitment to sustainability, balance, and wellbeing.

Mahdiah is a student of Traditional Islamic Medicine, or Hikma Medicine, which she infuses into her practice as a herbalist.



Shereen Al Mulla

Master herbalist dedicated to preserving regional traditions

Shereen, a Master Herbalist, earned her qualification with distinction from the College of Naturopathic Medicine in the UK and holds a degree in Economics from University College London.

Born in London to Iraqi parents, Shereen’s passion for herbalism is rooted in reconnecting with nature and her Iraqi and Kurdish heritage. Inspired by folk remedies passed down from her grandmothers, she developed a deep appreciation for natural healing despite her urban upbringing.

Shereen focuses on preserving SWANA-region plants and promoting sustainable land stewardship. She has expanded her expertise in regenerative gardening and soil advocacy through work with Rishi Kumar and Kiss the Ground. A Cordon Bleu-trained chef, Shereen incorporates her culinary artistry into hikma rituals, crafting products that reflect her balanced approach to healing.

She is a member of the National Institute of Medical Herbalists and the Association of Naturopathic Practitioners, underscoring her commitment to natural health and wellbeing.