



  
BEAUTY that SPEAKS

# ABOUT RJU

**Rju रजु** (adj. pronounced “Ri-Ju”) is derived from a Sanskrit root, which means Straight, Direct, Honest, Upright and Fair and also directly translates to our brand’s core values of **Transparency, Purity, and Authenticity**. We are committed to bringing our discerning consumers the very best in beauty and skincare solutions. And there is nothing which is purer and more honest than water. **WATER** is the cradle of life and appropriate **HYDRATION** is the foundation of all skincare. Purity and authenticity being our primary traits, we at Rju, provide a range of products that have Skin Hydration and Skin Moisturisation at their core, which ultimately leads to skin health.

We want to specially cater to successful and confident women, who are an epitome of excellence across their chosen field in life. They are focused on their actions and achievements and leave no stone unturned in their pursuit of excellence. Rju is a worthy partner for women of substance like these and aims to help them take care of their specific skincare needs.

We proudly present our ranges -

- *Rju Gangotri Skincare Range*
- *Rju Jeju Skincare Range*
- *Rju Nile Skincare Range*

Our vision is to become a global luxury beauty brand of choice for our discerning consumers by integrating the goodness of nature and science in the most ethical way, and by maintaining utmost transparency to provide Bio-diverse hydration for diverse skincare needs.

# RJU PRODUCT TRUTHS

At Rju, our strong commitment, values, and etiquettes are at the very foundation of everything we do.



## CRUELTY FREE

As a brand, we have the highest respect for life, which is why none of our products are tested on animals. Our panier is completely cruelty-free and we don't harm animals.



## ALCOHOL FREE

Our products do not contain harmful drying alcohols such as ethanol, ethyl alcohol and denatured alcohol, which have a negative impact on skin upon long term use.



## PARABEN FREE

Our products offer pure water inspired goodness and do not contain any Parabens, or Sodium Lauryl Sulphate (SLS) that are harsh on the skin.



## NO ARTIFICIAL DYES

Our products contain no Artificial Dyes or Artificial Colours that cause irritation on the skin and are harmful.



## DERMATOLOGICALLY TESTED

Our products are developed keeping the highest quality and safety standards in mind. They are all dermatologically tested and certified as being safe for use. We take your safety seriously.



## NATURE DERIVED ACTIVES

Our products are formulated using nature derived actives, with ingredients that can be traced back to their original source. We curate the best of nature and combine it with the best of science to create our formulations.



*Kind To Skin , Kind To Planet*



## *ABOUT THE GANGOTRI RANGE*

Situated in the Himalayas in Uttarakhand, in a region bordering Tibet, the Gangotri Glacier is the chief source of water for the largest river of India – the Ganges. During summer, the melting Gangotri Glacier feeds the Bhagirathi River, which is the source stream of the Ganges. Situated at more than four thousand metres, it is one of the most beautiful natural habitats in the world.

The Rju Gangotri Skincare Range brings to you the goodness of the natural purifying features of the Gangotri Region in its products. With detoxifying properties suitable for the needs of oily and acne-prone skin. *The Gangotri Skincare Range hydrates your skin, balances sebum, lightens marks and smoothens out uneven skin tone by improving clarity.*

The key exotic ingredients in the Gangotri Range include Siris, Ushir, Kumud, Mandukparni, Jatamansi, Yastimadhu, Lodhra, Kesara, Sea Buckthorn Oil and Peppermint Oil. The products created from these ingredients come with the benefit of Biodiverse Hydration and will leave your skin looking clear, purified, fresh, and hydrated.





## *Gangotri Purifying Cleanser*

*Himalayan Siris, Jatamansi*

Gangotri Purifying Cleanser reduces acne, acne scars, excess sebum production, and acne breakouts. The ingredients help clear dirt and pollutants from the skin, prevent acne breakouts, lighten dark spots, and promote clear skin.

₹650/- 150ml



## *Gangotri Purifying Toner*

*Ushir, Kumud*

Gangotri Purifying Toner maintains skin pH levels, reduces excess sebum production, and soothes irritated skin. These ingredients help prevent acne breakouts and provide deep hydration to the skin.

₹700/- 150ml



## *Gangotri Oil Control Day Cream*

*Mandukaparni, Jatamansi*

Gangotri Oil Control Day Cream helps reduce acne, acne scars, excess sebum production, and pigmentation. It contains ingredients that soothe skin irritation and redness, as well as clear dirt and pollutants from the skin.

₹1275/- 50g



## *Gangotri Oil Control Sunscreen*

*Mandukaparni, Jatamansi*

Gangotri Oil Control Sunscreen reduces acne, acne scars and pigmentation. With its active ingredients, it helps soothe skin irritation and redness, while effectively clearing dirt and pollutants from the skin.

₹1275/- 50g



## *Gangotri Oil Control Night Serum*

*Yashtimadhu, Lodhra*

Gangotri Oil Control Night Serum improves skin texture, reduces acne scars, soothes irritated skin with the ingredients, helps lighten dark spots, and possesses anti-inflammatory properties that help control acne.

₹1200/- 30ml



## *Gangotri Oil Control Night Cream*

*Yashtimadhu, Kesara*

Gangotri Oil Control Night Cream reduces acne, acne scars, provides overnight hydration, soothes irritated skin, and helps lighten dark spots. The ingredients in the cream aid in clearing the skin and fighting acne and blemishes. Kesara, a highly efficient ingredient, contributes to these benefits.

₹1400/- 50g



## *Gangotri Purifying Shower Gel*

*Kumud, Peppermint Oil*

Gangotri Purifying Shower Gel hydrates the skin, provides anti-bacterial and anti-inflammatory action, and soothes irritated skin. The ingredients in the gel help boost hydration levels and contain cooling agents that relax the skin.

₹690/- 300ml



## *Gangotri Purifying Body Lotion*

*Sea Buckthorn Oil, Kumud*

Gangotri Purifying Body Lotion improves skin texture, hydrates the skin, and soothes irritated skin. The ingredients in the lotion help boost hydration levels, promote skin elasticity, and make it smooth.

₹690/- 200ml

# *Gangotri Range Benefits*

Helps reduce acne  
and acne scars

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Helps reduce excess  
sebum production

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Helps make skin feel  
calm and soothed

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## Gangotri Detoxifying Day Ritual

Brings to you the goodness of the natural purity of the Gangotri Region in its products.

### Step 1: Tone Your Skin

Soak a cotton pad with the Toner and gently pat all over your face and neck in upward circular motions to help reduce pore openings and hydrate skin.

### Step 2: Hydrate your skin

Take a small quantity of the Day Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to hydrate skin.

### Step 3: Protect your skin

Take a small quantity of the Sunscreen and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to provide protection from the sun and against external aggressors.



## Gangotri Detoxifying Body Ritual

Brings to you the goodness of the natural purity of the Gangotri Region in its products.

### Step 1: Detoxify your skin

Squeeze out the desired quantity of the Body Wash and gently massage over damp skin to work up a lather. Rinse thoroughly with water to reveal soft, cleansed and hydrated-feeling skin.

### Step 2: Nourish your skin

Squeeze out the desired quantity of the Body Lotion onto your palm and gently massage over your whole body. Enjoy the all-day feel of smooth and hydrated skin.



## Gangotri Detoxifying Night Ritual

Brings to you the goodness of the natural purity of the Gangotri Region in its products.

### Step 1: Cleanse your skin

Pump the desired quantity of Cleanser onto your palm. Apply on damp face and gently massage in circular motions to lightly foam. Rinse off with water to reveal soft and hydrated skin.

### Step 2: Firm up your skin

Pump a few drops of the Night Serum on your fingertips and apply all over your face and neck. Lightly massage in upward circular motions with your fingertips till completely absorbed, to provide lasting hydration.

### Step 3: Nourish your skin

Take a small quantity of the Night Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to nourish and hydrate your skin.





*Kind To Skin , Kind To Planet*



## *ABOUT THE NILE RANGE*

The Nile is the longest river in the world, measuring in at 6650 kilometers from end to end. It flows from South to North along North-Eastern Africa, flowing into the Mediterranean Sea. RJU imbibes this very life-infusing potency from the ingredients found in the Nile region, within its products, that give deeply hydrated and rejuvenated skin.

The Rju Nile Skincare Range captures the rejuvenating and deep hydrating powers of the Nile River Region, through a complete anti-ageing range of water derived products. These help to nourish, firm and tone skin, battling the signs of ageing and skin dryness. *This range helps to stimulate new cell development and makes skin more supple. An exotic blend of efficacious ingredients, Rju's Nile range of skincare products boosts hydration, reduces dryness, restores skin elasticity, and reduces wrinkles.*

The key exotic ingredients in the Nile Skincare Range consist of Neroli Oil, Nilotica Shea Butter and African Sesame Oil that are procured from the Nile River Basin region, and which work to help restore skin moisture, improve skin elasticity, and reduce wrinkles by deeply hydrating the skin. These products come with the benefit of Biodiverse Hydration and leave the skin looking fresh, soft, smooth and hydrated.



## *Nile Deep Hydrate Cleanser*

**Neroli Oil, African Sesame Oil**

Nile Deep Hydrate Cleanser hydrates the skin, cleanses without drying, softens and nourishes the skin, and provides anti-bacterial properties. The ingredients intensely moisturize multiple layers of the skin and have anti-inflammatory properties that reduce inflammation and swelling.

₹650/- 150ml



## *Nile Deep Hydrate Toner*

**Neroli Oil, African Sesame Oil**

Nile Deep Hydrate Toner hydrates the skin, and improves skin elasticity. The ingredients intensely moisturize multiple layers of the skin and have anti-inflammatory properties that reduce inflammation and swelling.

₹700/- 150ml



## *Nile Rejuvenating Day Cream*

**Nilotica Shea Butter, African Sesame Oil**

Nile Rejuvenating Day Cream improves skin elasticity, reduces wrinkles, hydrates the skin, and heals dry skin. The ingredients help improve skin elasticity, making it soft and supple, and have anti-inflammatory properties that reduce inflammation and swelling.

₹1275/- 50g



## *Nile Rejuvenating Sunscreen*

**Nilotica Shea Butter, Neroli Oil, African Sesame Oil**

Nile Rejuvenating Sunscreen protects with SPF 35 with PA+++, protects against UVA and UVB rays, and improves skin elasticity. The ingredients intensely moisturize multiple layers of the skin, have a moderately low comedogenic scale which prevents clogging of pores, and effectively help retain moisture levels in the skin.

₹1275/- 50g





## *Nile Rejuvenating Night Serum*

**Neroli Oil, African Sesame Oil**

Nile Rejuvenating Night Serum improves skin elasticity, reduces wrinkles, reduces fine lines, and reduces age spots. The ingredients have anti-inflammatory properties to stop acne breakouts and have a moderately low comedogenic scale which prevents the clogging of pores.

**₹1200/- 30ml**



## *Nile Rejuvenating Night Cream*

**Neroli Oil, African Sesame Oil**

Nile Rejuvenating Night Cream improves skin elasticity, reduces wrinkles, reduces fine lines, and reduces age spots. The ingredients intensely moisturize multiple layers of the skin and have anti-inflammatory properties that reduce inflammation and swelling.

**₹1400/- 50g**



## *Nile Deep Hydrate Body Wash*

**Nilotica Shea Butter, African Sesame Oil**

Nile Deep Hydrate Body Wash hydrates the skin, soothes the skin, and softens the skin. The ingredients are powerful antioxidants with the ability to fight damage by free radicals, which are unstable molecules that can harm the cellular structure of the skin. They also help improve skin elasticity and make it soft and supple.

**₹690/- 300ml**



## *Nile Deep Hydrate Body Lotion*

**Nilotica Shea Butter, African Sesame Oil**

Nile Deep Hydrate Body Lotion hydrates the skin, soothes the skin, and softens the skin. The ingredients are powerful antioxidants with the ability to fight damage by free radicals, which are unstable molecules that can harm the cellular structure of the skin. They also help improve skin elasticity and make it soft and supple.

**₹690/- 150ml**



# *Nile Range Benefits*

Helps improve skin  
elasticity



Helps deeply hydrate  
dry skin

Helps reduce  
wrinkles, fine lines  
and smile lines

## Nile Rejuvenating Day Ritual

Captures the life-infusing potency of the Nile River Region.

### Step 1: Tone Your Skin

Soak a cotton pad with the Toner and gently pat all over your face and neck in upward circular motions to help reduce pore openings and hydrate skin.

### Step 2: Hydrate your skin

After applying the Rju Toner on your face (recommended), take a small quantity of the Day Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to hydrate skin.

### Step 3: Protect your skin

Take a small quantity of the Sunscreen and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to provide protection from the sun and against external aggressors.



## Nile Rejuvenating Body Ritual

Captures the life-infusing potency of the Nile River Region.

### Step 1: Detoxify your skin

Squeeze out the desired quantity of the Body Wash and gently massage over damp skin to work up a lather. Rinse thoroughly with water to reveal soft, cleansed and hydrated-feeling skin.

### Step 2: Nourish your skin

Squeeze out the desired quantity of the Body Lotion onto your palm and gently massage over your whole body. Enjoy the all-day feel of smooth and hydrated skin.



## Nile Rejuvenating Night Ritual

Captures the life-infusing potency of the Nile River Region.

### Step 1: Cleanse your skin

Pump the desired quantity of Cleanser onto your palm. Apply on damp face and gently massage in circular motions to lightly foam. Rinse off with water to reveal soft and hydrated skin.

### Step 2: Firm up your skin

Pump a few drops of the Night Serum on your fingertips and apply all over your face and neck. Lightly massage in upward circular motions with your fingertips till completely absorbed, to provide lasting hydration.

### Step 3: Nourish your skin

Take a small quantity of the Night Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to nourish and hydrate your skin.





*Kind To Skin , Kind To Planet*





## *ABOUT THE JEJU RANGE*

Jeju island is a volcanic island located off the southern tip of South Korea and is an oasis of beauty. In recent times, Jeju Island has gained a lot of prominence in the world of beauty and skincare. This is primarily due to the enhanced potency of the ingredients grown and sourced from there. Various natural factors combine to create this perfect ecosphere, which is the source of several efficacious ingredients with unmatched skincare benefits which impart clear, glass-like and bright skin upon usage.

The Rju Jeju Skincare Range is in keeping with the character of our source, Jeju Island, which is full of pure, potent and genuine ingredients. The water inspired Rju Jeju Range provides clarity, heals blemishes, brightens and smoothens uneven texture of skin, giving it a glass-like finish. This clarity-filled hydration regime is a boon for those seeking smooth, glowing, hydrated and healthy-looking skin.

The key exotic ingredients in the Jeju Skincare Range consist of Jeju Jori, Jeju White Blossom, Jeju Hallabong Oil and Jeju Hydrangea Extracts. These ingredients are ethically sourced from the Jeju region. They are packed with the benefits of Biodiverse Hydration, with properties that increase skin's hydration and leave it looking bright, glowing, and spotless.



## *Jeju Glow Boosting Cleanser*

*Jeju Jori, Jeju White Blossom*

Jeju Glow Boosting Cleanser brightens the skin, evens out skin tone, and evens out skin texture. The ingredients Jeju Jori help the skin look spotless with a glass-like effect, and Jeju White Blossom helps in the rejuvenation of the skin.

**₹650/- 150ml**



## *Jeju Glow Boosting Toner*

*Jeju Jori, Jeju White Blossom*

Jeju Glow Boosting Toner brightens the skin, hydrates it and makes the skin feel calm. The ingredients Jeju Jori help the skin look spotless with a glass-like effect, and Jeju White Blossom helps in the rejuvenation of the skin.

**₹700/- 150ml**



## *Jeju Radiance Day Cream*

*Jeju Jori, Jeju White Blossom*

Jeju Radiance Day Cream hydrates the skin, brightens the skin, softens the skin, and reduces blemishes. The ingredients Jeju Jori help the skin look spotless with a glass-like effect, and Jeju White Blossom helps in the rejuvenation of the skin.

**₹1275/- 50g**



## *Jeju Radiance Sunscreen*

*Jeju Jori, Jeju White Blossom, Hallabong Oil*

Jeju Radiance Sunscreen brightens the skin, protects with SPF 40 with PA++++, and protects against UVA and UVB rays. The ingredients Jeju Jori help impart a radiating glow to the skin, Jeju White Blossom helps in the rejuvenation of the skin, and Hallabong Oil contains vitamins B3 and B5.

**₹1275/- 50g**





## *Jeju Radiance Night Serum*

*Jeju Jori, Jeju White Blossom, Hallabong Oil*

Jeju Radiance Night Serum reduces age spots, evens out skin texture, and brightens the skin. The ingredients Jeju Jori help impart a radiating glow to the skin, Jeju White Blossom helps in the rejuvenation of the skin, and Hallabong Oil contains vitamins B3 and B5.

₹1200/- 30ml



## *Jeju Radiance Night Cream*

*Jeju White Blossom, Hallabong Oil*

Jeju Radiance Night Cream brightens the skin, reduces pigmentation, and provides overnight hydration. The ingredients of Jeju White Blossom help in the rejuvenation of the skin, and Hallabong Oil contains vitamins B3 and B5.

₹1400/- 50g



## *Jeju Glow Boosting Shower Gel*

*Jeju Jori, Jeju Hydrangea*

Jeju Glow Boosting Shower Gel hydrates the skin, brightens the skin, and soothes the skin. The ingredients of Jeju Jori help the skin look spotless with a glass-like effect, and Jeju Hydrangea enhances skin complexion and skin texture.

₹690/- 300ml



## *Jeju Glow Boosting Body Lotion*

*Jeju White Blossom, Hallabong Oil*

Jeju Glow Boosting Body Lotion brightens the skin, provides anti-oxidizing properties, and avoids premature ageing. The ingredients Jeju Jori help impart a radiating glow to the skin, Jeju White Blossom helps in the rejuvenation of the skin, and Hallabong Oil contains vitamins B3 and B5.

₹850/- 200ml

# *Jeju Range Benefits*

Helps brighten skin

Helps give the skin  
a luminous glow

Helps reduce dark  
spots and blemishes

## Jeju Brightening Day Ritual

From Jeju Island is full of potent active ingredients.

### Step 1: Tone Your Skin

Soak a cotton pad with the Toner and gently pat all over your face and neck in upward circular motions to help reduce pore openings and hydrate skin.

### Step 2: Hydrate your skin

After applying the Rju Toner on your face (recommended), take a small quantity of the Day Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to hydrate skin.

### Step 3: Protect your skin

Take a small quantity of the Sunscreen and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to provide protection from the sun and against external aggressors.



## Jeju Brightening Body Ritual

From Jeju Island is full of pure, potent and genuine ingredients.

### Step 1: Detoxify your skin

Squeeze out the desired quantity of the Body Wash and gently massage over damp skin to work up a lather. Rinse thoroughly with water to reveal soft, cleansed and hydrated-feeling skin.

### Step 2: Nourish your skin

Squeeze out the desired quantity of the Body Lotion onto your palm and gently massage over your whole body. Enjoy the all-day feel of smooth and hydrated skin.



## Jeju Brightening Night Ritual

From Jeju Island is full of pure, potent and genuine ingredients.

### Step 1: Cleanse your skin

Pump the desired quantity of Cleanser onto your palm. Apply on damp face and gently massage in circular motions to lightly foam. Rinse off with water to reveal soft and hydrated skin.

### Step 2: Firm up your skin

Pump a few drops of the Night Serum on your fingertips and apply all over your face and neck. Lightly massage in upward circular motions with your fingertips till completely absorbed, to provide lasting hydration.

### Step 3: Nourish your skin

Take a small quantity of the Night Cream and dot all over your face and neck. Lightly massage in upward circular motions with your fingertips to nourish and hydrate your skin..



# Locate Us and Shop!

## Hyderabad Store :

UGF-K-02, Upper Ground Floor, Opposite Tasva store,  
Sarath City Capital Mall, Telangana, Hyderabad-500084



To know more about us,  
scan code to visit our website.  
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