



INDUSTRY SPEAK

Celebrating the Doyenne: Shaily Kataruka



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"For most of history, Anonymous was a woman." ~ Virginia Woolf. On this International Women's Day, GlobalSpa recognizes and celebrates the women in the industry as we delve into their success mantra they follow, mistakes that have helped them grow, and of course, their WELLNESS philosophy.

Shaily Kataruka is the Founder & CEO of The Earth Collective, a brand known as a veritable specialist in hair care.



What is your wellness philosophy?

Wellness and beauty are perceived in our thoughts, our choices, our values and in our innermost feelings. At The Earth Collective, we try to find beauty in everything around us, be it our love for Mother Earth or our belief in the efficacy of science.

Your success mantra?

An honest, focused approach. And this is something we have taken into our business as well. Our focus is only hair care and we do that with utmost honesty, whether it's about ingredients, formulations, we never make false claims or promises. And this has helped us earn the trust of so many of our customers.

A lesson you learned from making a mistake?

'When in doubt, ask questions. Do not assume.'

Any piece of advice for all the women out there?

The steps to get what you want out of life is to imagine, dream then decide what you want; as it is your decision only which will make your dreams a possibility.

What has been your biggest pride as a doyenne?

Maintaining the balance between my home and business efficiently while sticking to my commitments.