

A silhouette of a person is shown against a warm, orange-toned background. The person is holding a small, dark bottle of product in their left hand, while their right arm is raised and hand open. The overall mood is serene and natural.

SURYA

Ayurveda For Modern Life

SURYA IS THE GUIDING FORCE FOR A
HEALTHIER, MORE FULFILLED LIFE

“In Surya’s care, Ayurveda is a delicate, ancient thread to be woven into the tapestry of modern life. Surya got me to a place of profound equilibrium and deep renewal.”

—Gwyneth Paltrow





The Soul of Surya

MARTHA SOFFER, AYURVEDIC DOCTOR AND FOUNDER OF SURYA

Hailing from Bogota, Colombia, Martha, after a brief stint at IBM, left home for the strange, wintery climate of Iowa to get an advanced degree in Computer Science. At Maharishi International University, a unique university where meditation is included as a fundamental of learning, Martha was, one evening, struck by the undeniable glow of a group of women who'd emerged from seven days of on-campus Ayurvedic treatments. In that moment, her life took a turn that would eventually put her on movie sets with Tom Cruise and Cameron Diaz, have Mid-Eastern royalty call for pregnancy advice, shoot two episodes of the upcoming Hulu Kardashian's show, be featured in an NYT exclusive, and greet her own first teachers – like Deepak Chopra – as her own clients. Considered a preeminent leader of modern Ayurveda, Martha is exclusively and ardently focused on the good that Ayurveda can do. And while her presence has grown from a private practice to an internationally celebrated wellness center with an esteemed all-female team, and while her products have grown from being packaged in unlabeled plastic bottles to gorgeous gold-foiled Miron jars, her mission is the same – to bring the goodness, simplicity, and practicality of Ayurveda to the world at large.

A hand is shown from the top, pouring a small amount of reddish-brown powder into a clear glass jar. The jar is partially filled with a yellow liquid, and the powder is creating a decorative pattern of streaks and dots within the liquid. The background is a soft, warm-toned gradient.

SURYA AT A GLANCE

WHAT IS SURYA?

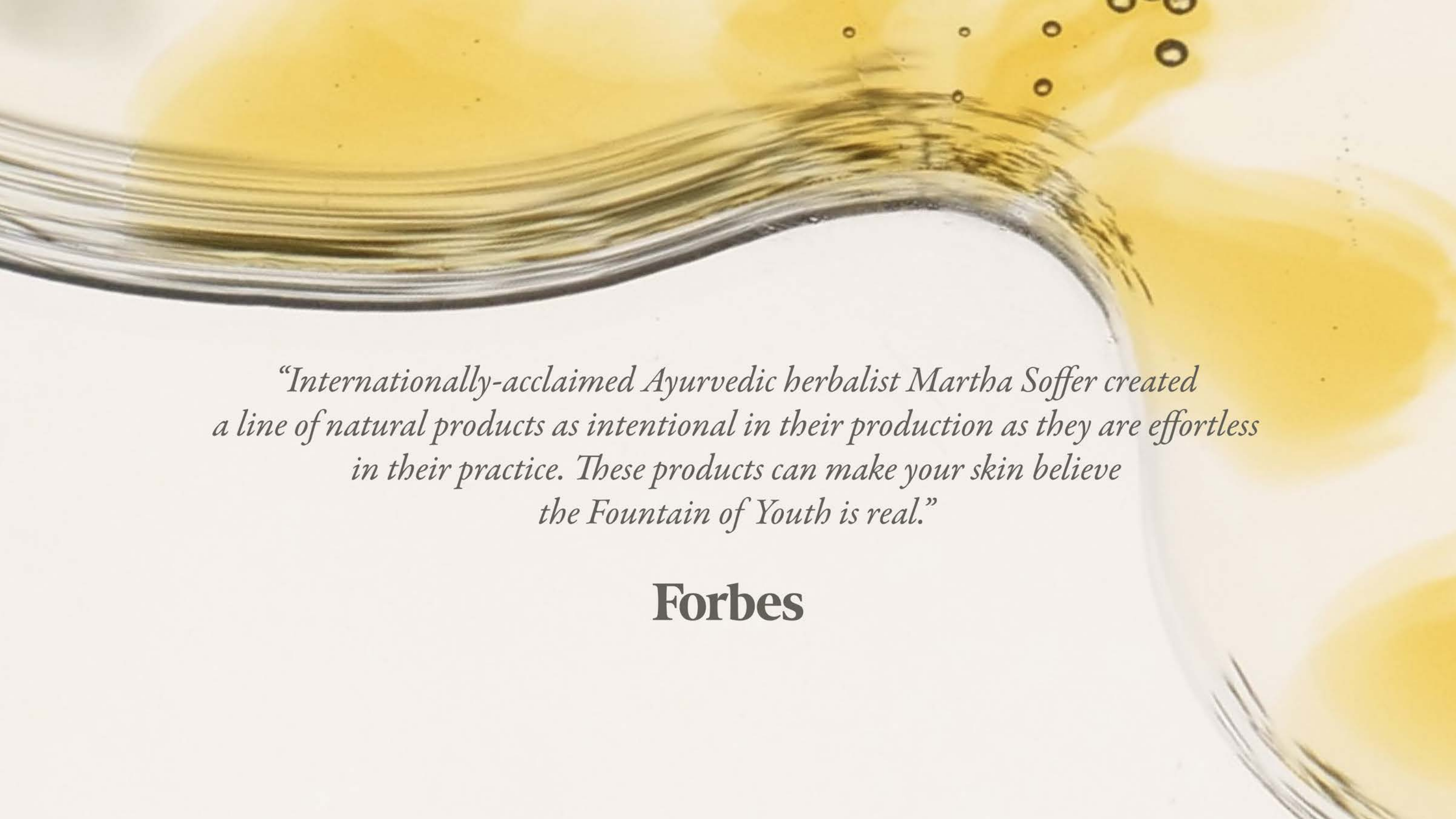
Surya is a premium lifestyle brand that simplifies and modernizes Ayurveda by providing natural, restorative skincare, wellness programs, education, and services.

WHAT MAKES THE BRAND UNIQUE?

Surya is recognized as the leader of the modern Ayurveda movement, founded and led by veteran Ayurvedic doctor Martha Soffer

Key A-list client advocates for the brand include: Gwyneth Paltrow, The Kardashians, Emma Stone, Katy Perry, Maria Sharapova, Zoe Kravitz, Beck, Cameron Diaz, Usher

Flagship spas are being rolled out at Proper Hotels (designed by starchitect interior designer Kelly Wearstler), though Surya is not exclusive to the Proper Hotel brand



“Internationally-acclaimed Ayurvedic herbalist Martha Soffer created a line of natural products as intentional in their production as they are effortless in their practice. These products can make your skin believe the Fountain of Youth is real.”

Forbes

THE ACCELERATING TREND OF AYURVEDA

WHAT IS AYURVEDA?

Ayurveda is a comprehensive system of wellness and longevity developed 10,000 years ago by the yogis of Southern India. Centered around the curative powers of the natural world, Ayurveda is the only complementary medicine system recognized by the WHO.

HOW IS IT GROWING?

Ayurveda has been popularized by Deepak Chopra (now a Surya client), the Transcendental Meditation movement, and many popular figures such as David Lynch, Jerry Seinfeld, Gwyneth Paltrow, and Kourtney Kardashian. The global Ayurvedic market is expected to reach 14.9 billion by 2026.



SURYA'S ORGANICALLY-ENGAGED A-LIST CLIENTELE IS READY TO ADVOCATE



The New York Times



VOGUE



InStyle



VANTY FAIR



goop



allure

SOME FRIENDS OF SURYA

Aaron Rodgers
Angelica Houston
Beck
Ben Affleck
Cameron Diaz
Cara Delevigne
Chris Pine
Dakota Johnson
Emma Stone
Feist
Gwyneth Paltrow
James Corden
Jennifer Garner
Julia Roberts
Kate Hudson
Katy Perry
Kelly Wearstler

Kim Kardashian
Kourtney Kardashian
Leona Lewis
Linkin Park Members
Maria Sharapova
Matt Damon
Miranda Kerr
Orlando Bloom
Owen Wilson
Rashida Jones
Regina King
Rick Rubin
Shailene Woodley
Ted Danson
Usher
Zack Galifianakis
Zoe Kravitz

"I worked with an amazing Ayurvedic teacher, Martha Soffer, to guide me through the Panchakarma cleanse. It helps detoxify the body through cleansing eating practices, massages with warm oil, and healing herb treatments."

— Kourtney Kardashian

SURYA'S PRODUCTS KEEP YOU BALANCED

OUR PRODUCT OFFERINGS ARE BUILT ON THE SIMPLE AYURVEDIC PRINCIPLE THAT ON ANY GIVEN DAY WE WILL BENEFIT BY CALMING, COOLING, OR ENERGIZING OUR PHYSIOLOGY.

CALMING VATA

When it's all too much, when we're fatigued, or our skin is too dry, then one of our three "doshas," in this case "vata," is off. In the common-sense approach of Ayurveda, in addition to slowing down for a moment, the right herbs, oils, and simple practices return us to our best state.

COOLING PITTA

When our fiery "pitta dosha" is out of balance, we experience skin problems such as rashes and breakouts, inflammation, and even irritability. Ayurveda helps us cool down, physically and emotionally, again with the right products and simple practices.

ENERGIZING KAPHA

When our "kapha dosha," connected to the elements of earth and water, is out of balance, we can feel heavy and sluggish. We need to literally, as the saying goes, lighten up. With our skin becoming too oily, the right products and practices help us return to balance, inside and out.

TRIDOSHIC BALANCE

When we're balanced and harmonized, we feel our best. This is Ayurveda's goal — to bring us to that state, and to let us live daily and easily from there, inside and out. A selection of Surya's products are simply Balancing, helping us maintain well-being in all aspects of our lives.



OUR APPROACH

ANCIENT WISDOM, MODERN APPLICATION

You could say Surya's products began 10,000 years ago in the South of India, with the birth of Ayurveda, and then, over the last decades, with respect and reverence for that great tradition, were developed and modernized in Martha's own kitchen. Drawing from her own lineage of Colombian healers, Martha never designed Surya's skincare products to be a branded cosmetic line. Rather, Surya's products first served as authentic, natural, medicinal, effective salves to the many people who came to Surya. Now, after Martha's iterative experiences with thousands of clients, working with the commonalities of their imbalances, experiences, and healing journeys, Martha, keeping intact the truly natural and healing qualities she began with, has further refined, developed, and gorgeously and sustainably packaged her wellness and skincare products, so that the larger population can experience the magic of Surya.



Balancing Collagen Cream

PROCESS

Surya's Collagen Cream begins with a richly-infused oil that is amplified with Ayurvedic herbs, sustainably-sourced collagen and lanolin, and rare therapeutics including deer antler and sacred resins.

BENEFITS

In addition to the expected wrinkle-reduction, protection, and lasting glow, this Collagen Cream helps with many conditions, including, in early and anecdotal trials, the removal of some precancerous spots and lesions.

COMPOSITION

Martha built upon a generations-old family face cream recipe given to her by her grandmother, adding powerful Ayurvedic botanicals to create our deeply transformative cult favorite, Collagen Cream.



Balancing Face Oil



PROCESS

This coveted oil is brewed over five days using three ancient processes and a series of healing mantras – herbs extracted in water, that decoction infused into oil, and a blend of milks (including camel and goat milks), infused into the decocted oils.

BENEFITS

The slow-cooked extraction and decoctions create a uniquely assimilable potion, which allows the dense and synergistic herbs to penetrate, and revitalize, protect, and nourish all the skin's layers, helping to speed cellular turnover and increase collagen production.

COMPOSITION

From brahmi to bakuchi, to saffron, frankincense, and manjistha, the voluminous ingredients of this truly all-natural formula work in many synergistic ways, repairing tissues, rejuvenating like retinol, while, for example, Ayurveda's famous Lodhra herb naturally helps the body produce elastin.

Lip Therapies



PROCESS

Oils and butters are slowly infused with therapeutic herbs including vanilla bean, lavender, jasmine, and raw cacao. The result is a soft, creamy, and ultra-moisturizing treat for the lips.

BENEFITS

The blend of oils and butters protects and repairs lips, providing long-lasting hydration and suppleness. Our Lip Therapies are deliciously-scented to delight the senses and each variety is formulated to calm, cool, or energize the physiology.

COMPOSITION

Martha created these lip formulas as a natural alternative to lip balms that commonly have drying ingredients. She wanted to create something that would restore the delicate moisture barrier of the lips.

Skincare Discovery Set

THE PERFECT INTRODUCTION

Surya's Skincare Discovery Set is the perfect introduction to Ayurvedic beauty. Balancing Face Oil and Collagen Cream work in tandem to deeply nourish and restore the skin, producing that elusive and lasting glow. Our Calming Lip Therapy soothes and protects the hardest-working facial tissues, and our Kansa wand, tipped on both ends with an ancient bronze alloy that's both thermally and electrically conductive, invigorates the skin, and aids lymphatic drainage.



Abhyanga Body Oils



PROCESS

A wide range of healing herbs (in blends of calming, cooling and energizing) are decocted, over a period of days, with water, then oils, using specific Ayurvedic techniques that increase each product's transdermal benefits.

BENEFITS

Applied lightly as a daily self-massage, customers find immediate results to both skin and state of mind, as, in addition to the physically healing properties of the herbs and oils, the balancing aspects create lasting well-being.

COMPOSITION

The organic sesame and coconut oil bases, traditional in Ayurveda, are uniquely healing and validated by modern science. Sesame is rich in gamma-linolenic acid, and coconut is both physiologically and mentally cooling.

Bath Soaks



PROCESS

A dry mix of top-grade epsom and deep-mined sea salts, and therapeutic baking soda are complemented by a blend of healing herbs.

BENEFITS

A rich experience that emulates the experience of being at Surya, that complete and welcome feeling of “ahhhhh,” followed by, for hours or days, a rebalancing of the physiology, and restoration of harmonious well-being.

COMPOSITION

In this case, quantity matters – the two to three pounds of healing salts and assorted herbal sachets are to be used in a single bath, and the effects, specific to each variant, are lasting and profound.

UPCOMING BEAUTY LAUNCHES

UPCOMING SKINCARE

Tridoshically Balancing Facial Serum

Dosha-Balancing Hydrosols (3 SKUs)

Dosha-Balancing Facial Maska (3 SKUs)

Tridoshically Balancing Facial Cleanser

Vata Balancing Eye Cream

UPCOMING BODY CARE

Dosha-Balancing Body Scrubs (3 SKUs)

Prenatal Massage Oil

Postnatal Massage Oil

Boxed Abhyanga Oil Sets

Boxed Dosha Sets

Yoni Steams (4 SKUs)

Herbal Luffa

UPCOMING HAIR CARE

Hair Growth Oil

Dosha-Balancing Hair Masks (3 SKUs)



