



A wooden sign with the text "Araah[®]" in a large, elegant script font, with a heart symbol integrated into the letter 'A'. Below this, the words "SKIN MIRACLE" are written in a bold, sans-serif font inside a dark rectangular box. The sign is secured with twine at the corners and rests on a circular cork mat. The entire setup is placed on a light-colored, textured stone surface. A small, dark, pointed object lies on the cork mat near the bottom right corner of the sign.

Araah[®]
SKIN MIRACLE

A circular cork disc with a rough, textured surface is placed on a light-colored, veined stone background. A rectangular bamboo tag is tied to the disc with four pieces of light-colored twine. The tag features engraved text. A dark, pointed dagger with a textured handle lies diagonally across the bottom right of the cork disc.

ARAAH SKIN MIRACLE

Born of Earth.

Formed with Discipline.

Guided by Higher Intelligence.

Since 2018.

THE ORIGIN

Not created in haste.
Not shaped by trend.

Araah emerged from a deeper knowing:
That skin responds not only to ingredients
but to intention.

Where ancient wisdom meets
measured formulation.

Where ritual meets responsibility.

Where science moves in humility before nature.



THE FORMULATION CODE

Each creation follows a code:

- Balance before beauty
- Stability before sensation
- Purity before performance

Long-term skin health before instant illusion

Crafted in awareness.

Offered in integrity.

Skincare as a conscious practice — not consumption...



THE ARAAH WOMAN

She does not chase glow.
She cultivates radiance.

She understands that beauty
is not decoration
it is alignment.

She chooses products
that respect both skin
and spirit.

Araah is not for everyone.
It is for the aware.



THE OFFERING

Every formulation you will see
is prepared with:

- Naturally derived foundations
- Functional precision
- Barrier respect
- Transparent logic

This is not cosmetic decoration.

This is skin stewardship.

Rooted in discipline.

Anchored in spiritual responsibility.



Inside This Catalogue

Each formulation is presented with:

- Skin suitability
- Ingredient essence
- Usage discipline
- Transparency notes

Read slowly. Choose consciously,

Honour your skin.

Because what touches your skin
touches your life.



ARAAH COLLECTION INDEX

1. Cold Process Soaps
2. Gels & Creams
3. Eye Care
4. Water-Based Serums
5. Saffron Toner
6. Face Wash Powders
7. Face Packs & Bath Powders
8. Hair Care Powders
9. Body Care
10. Lip Care



ARAAH – COLD PROCESS SOAPS

Cold Process | High Natural Content (~88%–92%)



Free From (*Applicable to all ARAAH soaps*)

- ✗ Sulphates (SLS / SLES)
- ✗ Synthetic fragrance
- ✗ Parabens
- ✗ Alcohol
- ✗ Artificial colours
- ✗ Silicones
- ✗ Steroids



Charcoal Rose Soap

Pure Skin Bar





The image features three light-colored wooden tags stacked vertically, each with a small hole on the left side and a piece of twine. The tags are resting on a thick, circular slice of cork. A dark, pointed metal needle lies horizontally across the bottom of the cork slice. In the background, there are soft-focus pink roses and a pile of dark charcoal. The overall aesthetic is rustic and natural.

• Skin type: Normal, Oily & combination skin

• Key ingredients: Activated charcoal, coconut oil,
rose infusion

• Essence: Helps draw out impurities
while keeping skin balanced.

Charcoal Papaya Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a thick, circular cork base. Each tag has a small loop of twine at its left end. To the left of the tags is a pile of dark, irregular charcoal pieces. To the right is a slice of papaya showing its orange flesh and black seeds. A long, thin metal needle with a decorative head lies diagonally across the bottom right of the cork base. The background is a textured, light brown surface.

Skin type: Normal to oily & sensitive skin

Key ingredients: Activated charcoal, papaya extract, coconut oil

Essence: Helps cleanse pores gently and supports clearer-looking skin.

Avarampoo Soap

Pure Skin Bar







Skin type: Normal, Oily &
combination skin

Key ingredients: Avarampoo flower infusion,
coconut oil, olive oil

Essence: Helps control excess oil
and keeps skin fresh.

Potato Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a thick, circular cork base. Each tag has a small loop of twine on its left end. The background is a textured, light brown surface with several small, round, light-colored potatoes visible on the right side. A small, dark, pointed object, possibly a needle or a small knife, lies on the cork base in the foreground.

Skin type: Dry & Non-sensitive skin

Key ingredients: Fresh potato juice, coconut oil, olive oil.
shea butter.

Essence: Helps improve pigmentation,
blemishes, and marks while nourishing dry skin

Goat Milk Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a circular cork base. Each tag has a small hole on the left with a piece of twine. The background is a textured, light-colored stone surface. To the right of the tags, there is a small pile of white, chunky material, possibly soap or wax. A dark metal needle with a looped handle lies diagonally across the bottom right of the cork base.

Skin type: Dry & sensitive skin

Key ingredients: Fresh goat milk, coconut oil, olive oil
shea butter.

Essence: Deep moisturising and soothing;
supports skin barrier comfort.

Pineapple Soap

Pure Skin Bar





Three pineapples are visible in the background, slightly out of focus. They have green crowns and yellow-orange textured skins. They are positioned behind the wooden tags.

Skin type: Normal, oily & sensitive skin

Key ingredients: Pineapple extract, coconut oil, olive oil

Essence: Gently refreshes skin; supports mild exfoliation without irritation.



Kumkumadhi Soap

Pure Skin Bar







Skin type: Sensitive, Dry,
normal & combination skin

Key ingredients: Kumkumadi herbal infusion,
coconut oil, olive oil

Essence: Supports glow and helps
maintain even-looking skin tone.

Beet Beauty Soap

Pure Skin Bar







Skin type: Normal, combination
& sensitive skin

Key ingredients: Fresh beetroot juice, coconut oil, olive oil

Essence: Helps improve skin brightness
and overall vitality.

Liquorice Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a circular cork base, which sits on a light-colored stone surface. Each tag has a small hole on the left with a piece of twine. The top tag reads 'Skin type: Normal to combination skin'. The middle tag reads 'Key ingredients: Liquorice extract, coconut oil, olive oil'. The bottom tag reads 'Essence: Helps support brighter-looking skin and even tone.' To the left of the tags, a small glass bottle with yellow liquid and a brass vessel are partially visible. To the right, some dried cinnamon sticks are scattered. A dark, pointed metal needle with a ring handle lies diagonally across the cork base in the foreground.

Skin type: Normal to combination skin

Key ingredients: Liquorice extract, coconut oil, olive oil

Essence: Helps support brighter-looking skin
and even tone.

Rice Milk Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a thick, circular cork base. Each tag is tied with a piece of twine on its left end. The top tag reads 'Skin type: Dry & sensitive skin'. The middle tag reads 'Key ingredients: Rice milk, coconut oil, olive oil'. The bottom tag reads 'Essence: Mild everyday cleanser that supports skin comfort and softness.' A dark, pointed metal tool with a looped handle lies diagonally across the cork base. In the background, a small brass vessel and some dried herbs are visible on a textured stone surface.

Skin type: Dry & sensitive skin

Key ingredients: Rice milk, coconut oil, olive oil

Essence: Mild everyday cleanser that supports skin comfort and softness.

Tomato Soap

Pure Skin Bar







Skin type: Sensitive, oily, normal
& combination skin

Key ingredients: Fresh tomato juice, coconut oil, sunflower oil.

Essence: Helps tighten pores, control excess
oil and promotes natural glow.

Floral Bliss Soap

Pure Skin Bar





The image features three horizontal wooden tags stacked on a thick, circular cork base. Each tag has a small hole on the left with a piece of twine. The top tag reads 'Skin type: Dry & sensitive skin'. The middle tag reads 'Key ingredients: Rose, jasmine, lotus floral infusions, coconut oil'. The bottom tag reads 'Essence: Mild everyday cleanser that supports skin comfort and softness.' A dark metal tool with a pointed tip and a loop handle lies diagonally across the bottom right of the cork base. In the background, there are pink roses in a brass vase on the left and white and pink flowers on the right, all against a textured stone wall.

Skin type: Dry & sensitive skin

Key ingredients: Rose, jasmine, lotus floral infusions,
coconut oil

Essence: Mild everyday cleanser that
supports skin comfort and softness.

Sandal Oil Soap

Pure Skin Bar







Skin type: Dry skin

Key ingredients: Sandalwood oil, coconut oil, olive oil

Essence: Nourishing and calming;
Improves skin softness.

Vetiver Soap

Pure Skin Bar





Skin type: Oily & normal skin

Key ingredients: Vetiver root infusion, coconut oil

Essence: Cooling and refreshing;
helps soothe skin in hot weather.



Turmeric Soap

Pure Skin Bar





The image features three light-colored wooden tags stacked vertically, each with a small hole and a piece of twine tied through it. They are resting on a thick, circular cork disc. In the background, there is a pile of bright yellow turmeric powder and several pieces of fresh, knobby turmeric roots. A dark, pointed metal tool with a ring handle lies on the cork disc in the lower right. The entire scene is set against a neutral, textured background.

Skin type: Oily skin

Key ingredients: Turmeric infusion, coconut oil

Essence: Helps support clearer skin
and daily hygiene.

ARAAH – GELS & CREAMS

High Natural Content | Gentle Daily Care

 **Free From** *(Applicable to all ARAAH gels & creams)*

- ✗ Parabens
- ✗ Sulphates
- ✗ Alcohol
- ✗ Mineral oil
- ✗ Silicones
- ✗ Steroids
- ✗ Artificial fragrance

Aloe Rose Gel

Pure Skin Hydration







Skin type: Sensitive, irritated & allergy-prone skin

Nature Index: 99.5% Natural

Key ingredients: Aloe Vera Gel, Rose Hydrosol,
vegetable glycerin

Essence:

Soothes redness, calms irritation,
hydrates deeply without heaviness.
Ideal for sensitive skin and daily calming care.

Saffron Cream

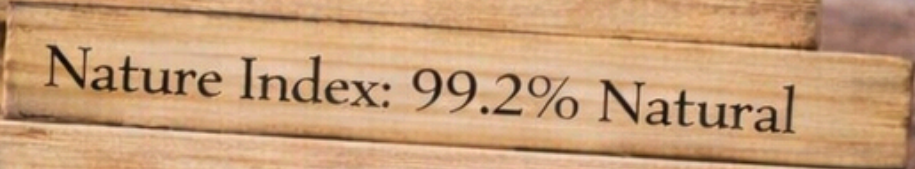
Golden Skin Radiance



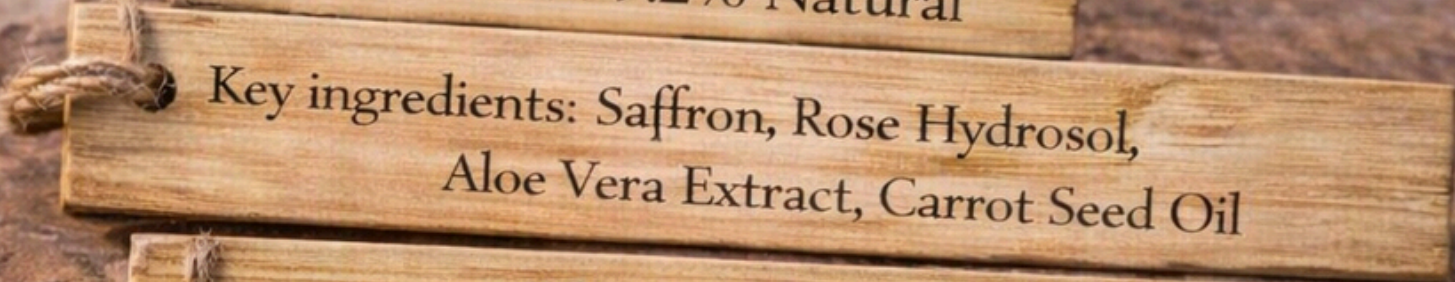




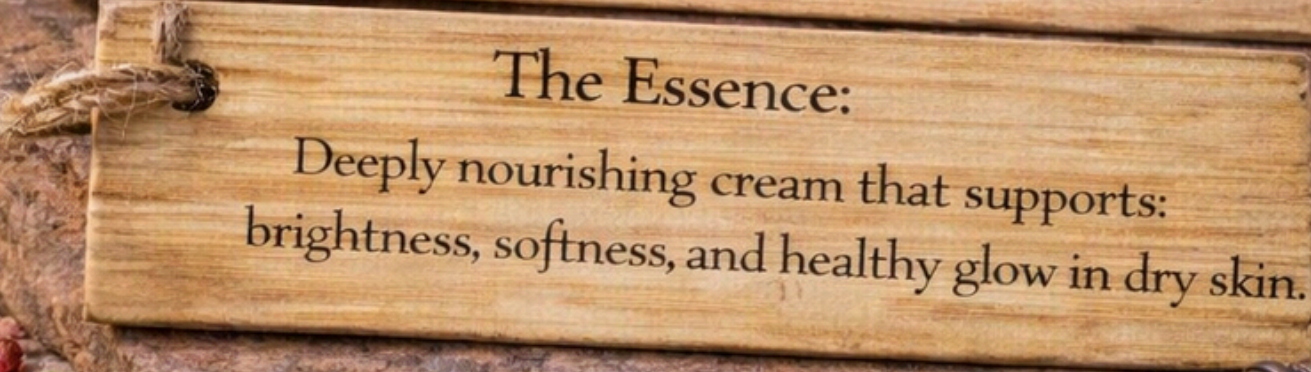
Skin type: Dry skin



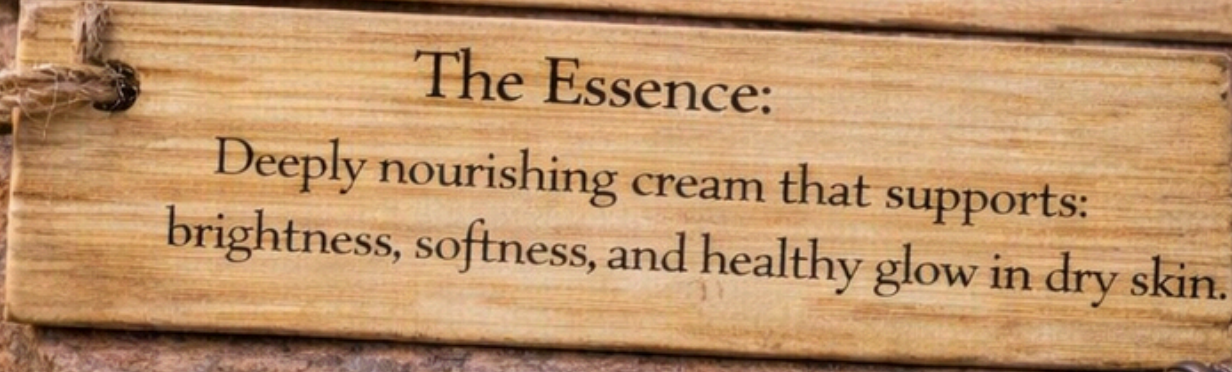
Nature Index: 99.2% Natural



Key ingredients: Saffron, Rose Hydrosol,
Aloe Vera Extract, Carrot Seed Oil



The Essence:



Deeply nourishing cream that supports:
brightness, softness, and healthy glow in dry skin.



Redwine Gel

Radiant Skin Elixir







Skin type: Normal & oily skin

Nature Index: 81.2% Natural

Key ingredients: Red Wine Extract, Rose Hydrosol,
Pomegranate Seed Oil

The Essence:

Lightweight gel that refreshes skin,
supports glow, and helps improve dullness
without clogging pores.

ARAAH – EYE CARE

Ultra-Gentle | 100% Natural | Daily Use Safe

Free From

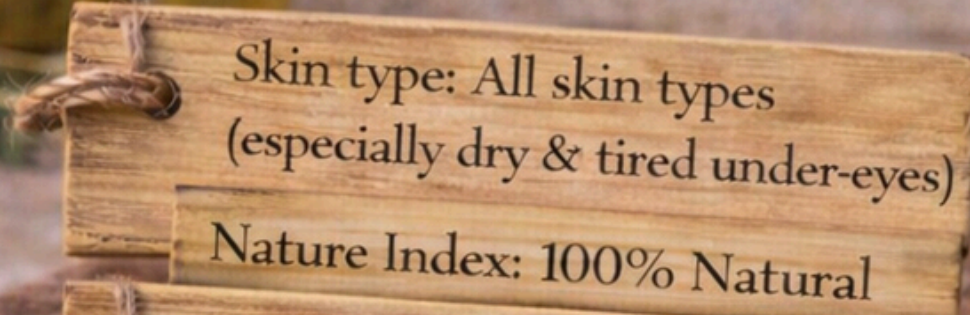
-  Parabens
-  Sulphates
-  Alcohol
-  Mineral oil
-  Silicones
-  Steroids
-  Artificial fragrance



Kumkumadi Eyecream

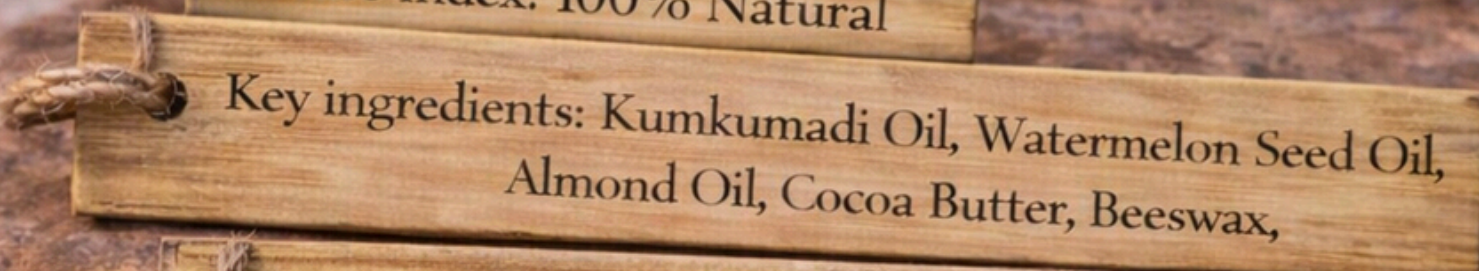




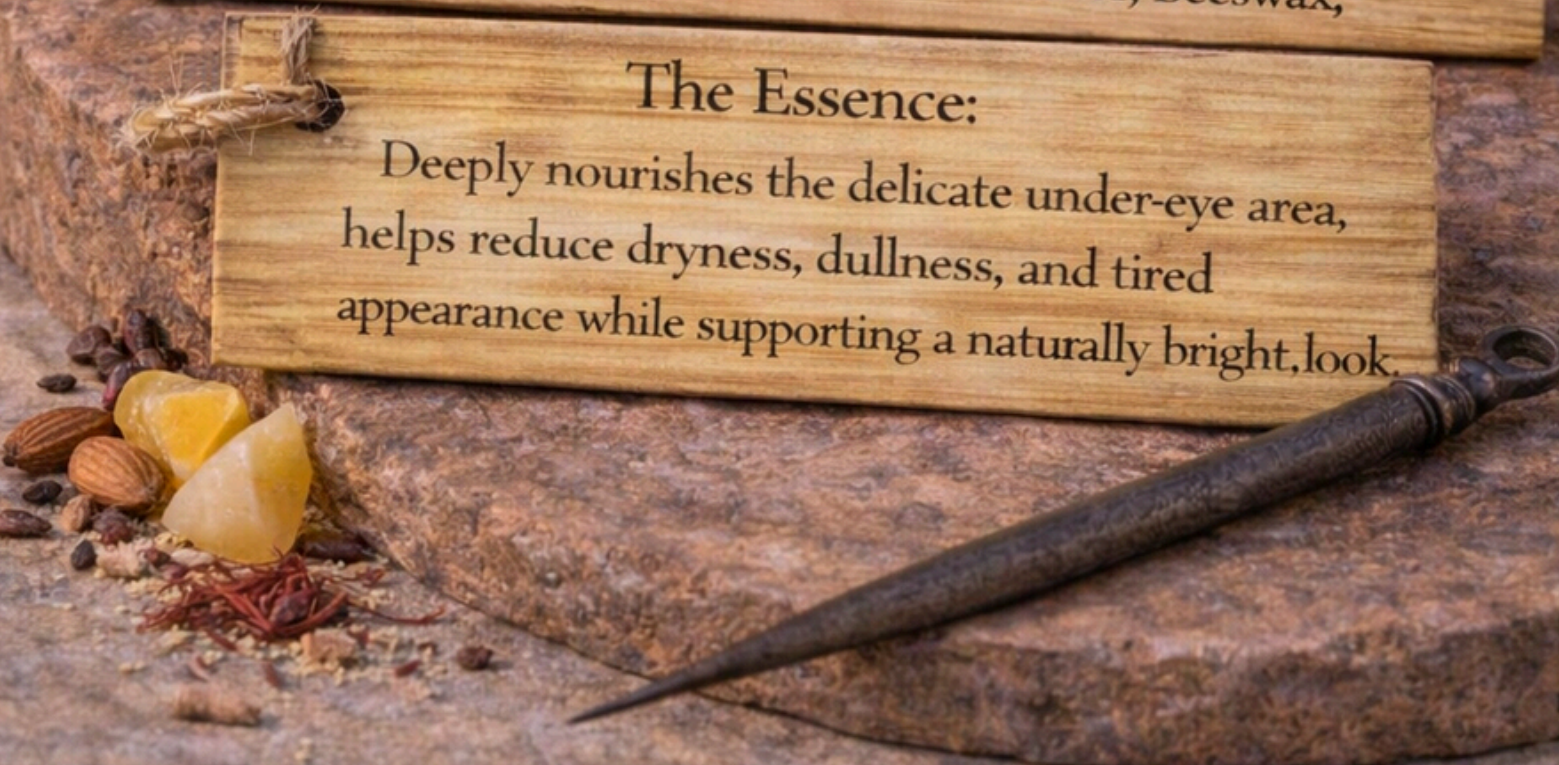


Skin type: All skin types
(especially dry & tired under-eyes)

Nature Index: 100% Natural



Key ingredients: Kumkumadi Oil, Watermelon Seed Oil,
Almond Oil, Cocoa Butter, Beeswax,



The Essence:

Deeply nourishes the delicate under-eye area,
helps reduce dryness, dullness, and tired
appearance while supporting a naturally bright, look.

ARAAH – WATER-BASED SERUMS

Unisex | Lightweight | Non-Oily | Apply on Damp Skin

Free from *(Both Serums):*

- ✗ Parabens
- ✗ Sulphates
- ✗ Steroids
- ✗ Mineral oil
- ✗ Artificial fragrance
- ✗ Silicone

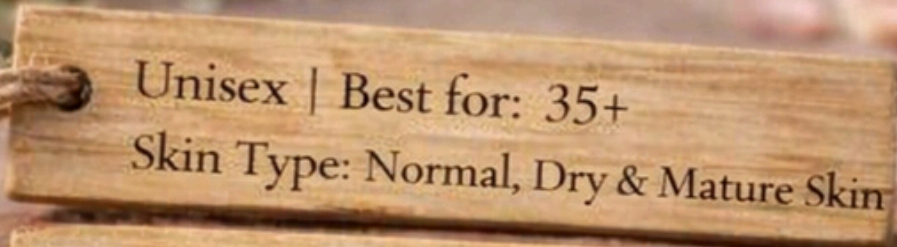


AMYRA SERUM

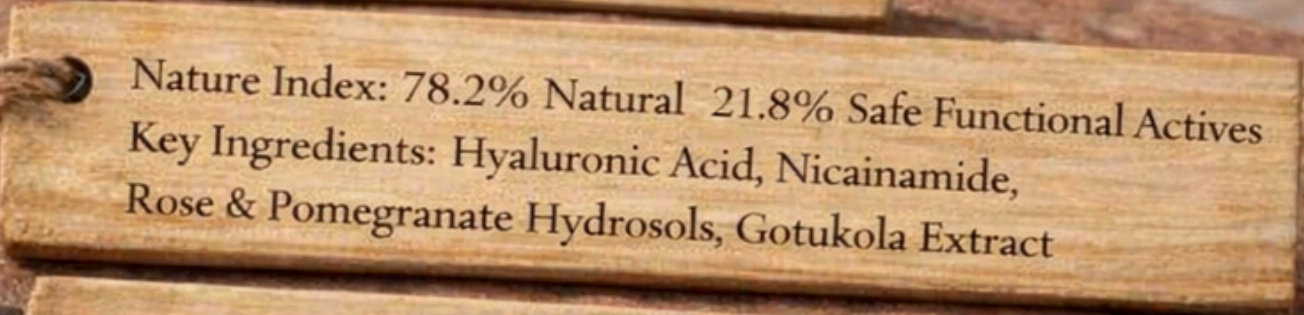
FOR MATURE SKIN







Unisex | Best for: 35+
Skin Type: Normal, Dry & Mature Skin



Nature Index: 78.2% Natural 21.8% Safe Functional Actives
Key Ingredients: Hyaluronic Acid, Nicainamide,
Rose & Pomegranate Hydrosols, Gotukola Extract

Essence:

- Reduces appearance of fine lines
- Improves firmness & elasticity,
- Deep hydration for ageing skin
- Supports smoother, plumper texture

How to Use:

Apply 2~5 drops on clean, damp skin. Massage gently.

KIARA

HYALURONIC SERUM







Unisex | Best for: Below 35 years
Skin type: Normal, oily, combination & sensitive skin

How natural: 92.7% Natural | 7.3% Safe Functional Ingredients
Key Ingredients: Hyaluronic Acid, Niacinamide,
Rose, Papaya & Jasmine Hydrosols, Saffron Hydrosol

Benefits:

- Helps fade marks & uneven tone
- Enhances natural glow
- Plumps and hydrates skin
- Lightweight, non-sticky feel

How to Use:

Apply 2-3 drops on clean, damp skin. Massage gently.

SAFFRON TONER

Infused with Pure Saffron & Rose Hydrosol







Skin Type: All Skin Types | Sensitive

Key ingredients: Saffron, Rose Water

Purpose: Refreshes, calms & supports
refined-looking pores

Use: Facial mist or toner

ARAAH – FACE WASH POWDERS

Traditional | Gentle | Daily Use | Unisex

General Free-From Claims (*All Face Wash Powders*):

- ✗ Sulphates
- ✗ Parabens
- ✗ Artificial fragrance
- ✗ Harsh chemicals



RUDRA

TRIPHALA FACEWASH POWDER





Skin type : Normal, oily & combination skin

Nature Index: 95% Natural | 5% Safe Functional Ingredients

Key ingredients: Shikakai, reetha, Triphala Powder,
mild plant-derived cleansing support

Essence :

- ✓ Gently cleanses without stripping natural oils
- ✓ Helps control excess oil
- ✓ Leaves skin fresh and balanced
- ✓ Suitable for daily cleansing

How to use: Mix with water, apply on wet face,
gently massage and rinse.

SINAMIKA

FACEWASH POWDER







Skin type: Normal, oily & combination skin

Nature Index: 88% Natural | 12% Safe Functional Ingredients

Key ingredients: Rice flour, bentonite clay, tamarind, tomato, reetha, vitamin C (cosmetic grade)

— **Essence:** —

- Helps remove tan and dullness;
- Improves skin clarity with regular use,
- Gentle exfoliation without harsh scrubs.
- Best used 2~3 times^s a week.

GOLDEN GLOW

POWDER







Skin type: Normal, oily & combination skin

Nature Index: 100% Natural | For Women

Key ingredients: Avarampoo, kasturi manjal, kuppaimeni, nutmeg

— Essence: —

- Helps improve skin brightness
- Supports even skin tone,
- With regular use, helps reduce facial hair growth
- Keeps skin fresh and clear

NALANGU MAAVU

POWDER







Skin type: All skin types

Nature Index: 100% Natural | For Women

Key ingredients: Green gram, chickpea, kasturi manjal, avarampoo, vetiver, rose petals, citrus peels

Essence :

- Traditional soap alternative for daily cleansing
- Gently cleanses without drying the skin
- Helps maintain soft, healthy skin
- Suitable for sensitive skin

HERBAL BABY BATH POWDER







Skin type: Sensitive dry & delicate skin
For Babies & ultra-sensitive skin

Nature Index: 100% Natural

Key ingredients: Green gram, fennel seeds, wild turmeric, vetiver, sandalwood, rose petals, cooling roots & traditional herbs.

Essence: Gentle herbal alternative to soap for babies
Cleanses without irritation or dryness.
Helps prevent rashes, heat boils & itching.
Keeps baby skin soft, calm & protected.

ARAAH – HAIR CARE POWDERS

Traditional | Herbal | Unisex

General Free-From Claims (*All Hair Care Powders*):

- ✗ Sulphates
- ✗ Parabens
- ✗ Artificial fragrance
- ✗ Synthetic colours
- ✗ Harsh chemicals



HERBAL

HAIR WASH POWDER







Hair type: Normal, oily & dry scalp
| For Men & Women

Nature Index: 93% Natural | 7% Safe Functional Ingredients

Key ingredients: Shikakai, reetha, green gram, hibiscus, curry leaves, fenugreek, amla, arappu.

Essence: Gently cleanses scalp without stripping natural oils,
Helps control hair fall caused by harsh cleansers,
Leaves hair soft, clean and manageable.
Suitable for regular hair wash

ARAAH – BODY CARE

Nourishing | Gentle | Female-focused

General Free-From Claims (*All Body Care*):

- ✗ Parabens
- ✗ Sulphates
- ✗ Mineral oil
- ✗ Artificial fragrance
- ✗ Synthetic colours



ROSE BODY BUTTER

Deep Nourishment for Silky Radiance







For: Women
Skin Type: Dry & Very Dry Skin
Nature Index: 100% Natural

Key Ingredients: Shea Butter, Cocoa Butter, Kokum Butter
Rose-Infused Oil, Rose Essential Oil

Essence: Deeply nourishes and softens dry skin

- Helps reduce dryness & rough patches.
- Leaves skin supple with a natural glow.
- Ideal for daily moisturising, especially at night

How to Use: Apply on clean, slightly damp skin
and massage gently.

ROSE BODY SCRUB

Gentle Exfoliation • Silken Glow







For: Women Skin Type: All Skin Types
Nature Index: 100% Natural

Key ingredients:

Natural sugars, virgin coconut oil, almond oil,
rose petal powder, rose essential oil

The Essence: • Gently exfoliates dead skin cells
• Helps improve skin smoothness
• Leaves skin soft without over-drying

How to use: Massage gently on damp skin,
rinse off with water. Use 1-2 times a week

ARAAH - LIP CARE

Gentle | Nourishing | Daily Use | Unisex

General Free-From Claims (*All Lip Care*):

- ✗ Petroleum jelly
- ✗ Parabens
- ✗ Artificial colours
- ✗ Artificial fragrance
- ✗ Harsh chemicals



ROSE LIP BALM

Soft Nourishment • Natural Care







For: Men & Women

Nature Index: 100% Natural

Key ingredients: Beeswax, Shea Butter, Cocoa Butter,
Virgn Coconut Oil, Rose-Infused Oil
Rose Essential Oil

The Essence:

- Deeply nourishes dry & chapped lips
- Helps restore soft, smooth lips
- Provides natural protection from dryness
- Suitable for daily use

BEETROOT LIP BALM

Natural Tint • Deep Hydration







For: Men & Women

Nature Index: 100% Natural

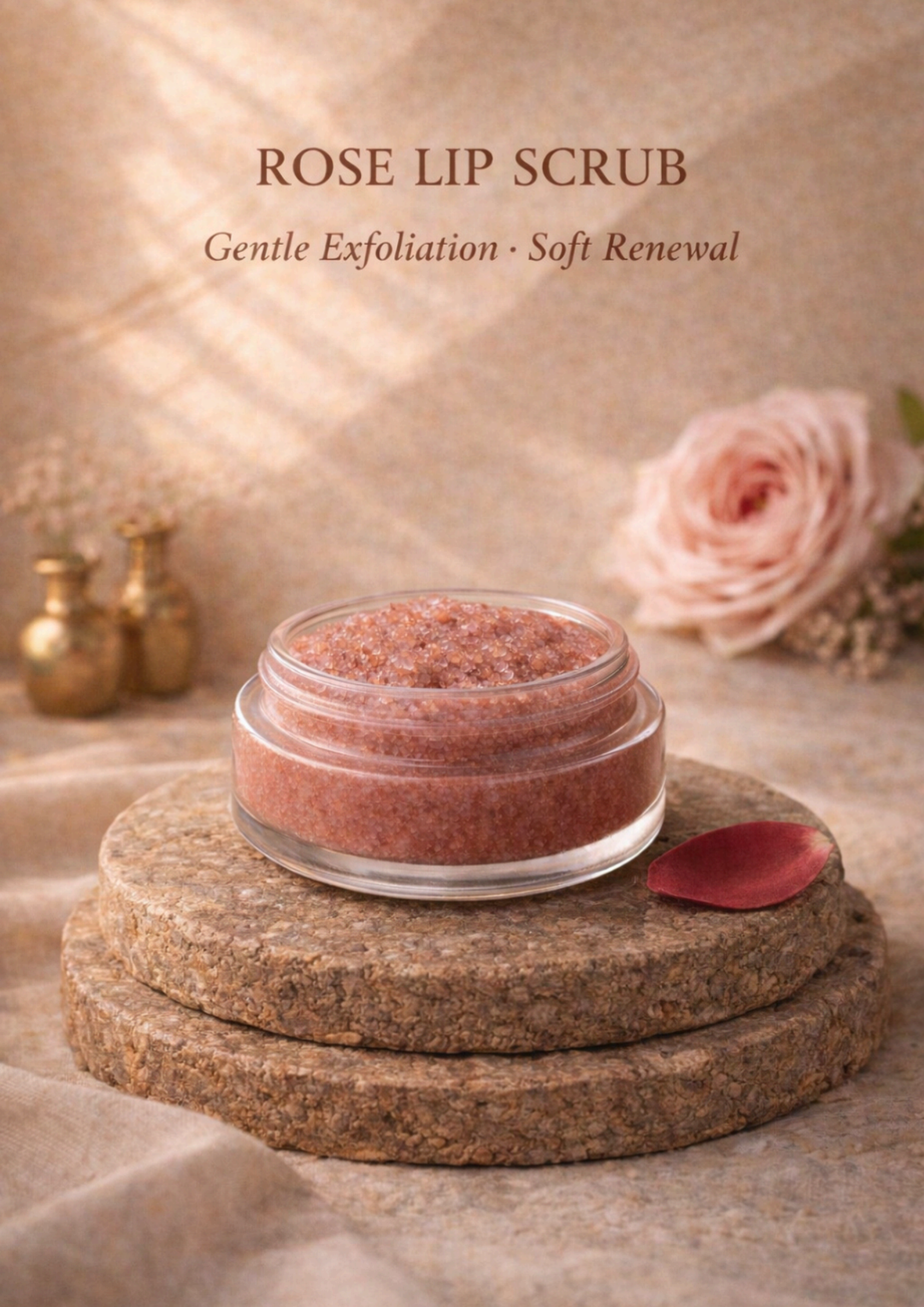
Key ingredients: Beeswax, Cocoa Butter, Kokum Butter,
Virgin Coconut Oil, Beetroot-Infused Oil

The Essence:

- Helps improve lip colour naturally
- Keeps lips soft and hydrated
- Reduces dryness and dull appearance
- Suitable for regular use

ROSE LIP SCRUB

Gentle Exfoliation · Soft Renewal







For: Men & Women
Nature Index: 100% Natural

Key ingredients:
Natural sugars, rose-infused coconut oil,
rose petal powder, rose essential oil

The Essence:

- Gently exfoliates dead skin from lips
- Helps smoothen rough, flaky lips
- Prepares lips for balm or tint
- Use 1-2 times a week

BEETROOT LIP SCRUB

Gentle Exfoliation • Natural Tint Boost







For: Men & Women
Nature Index: 100% Natural

Key ingredients:
Natural sugars, beetroot powder, virgin coconut oil,
beetroot-infused oil

The Essence: • Helps remove lip pigmentation buildup
• Smoothens lips with gentle exfoliation
• Enhances natural lip tone over time
• Use 1-2 times a week



FROM EARTH.
THROUGH RITUAL.
INTO RADIANCE.

Araah Skin Miracle

Rooted in ancient wisdom.
Refined for modern skin.

Where purity is practice
not a claim.