

BrandStory

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Purearth

From sourcing ingredients to the formulae, Purearth insists on creating products that are not only effective, but also ethical and sustainable

“I want to impact social change by supporting livelihoods and empowering women through fair trade and not aid,” says Kavita Khosa, Purearth Founder and CEO, on her inspiration to start a skincare line. Her response is not what you would expect from someone working in an industry driven by beauty and anti-ageing solutions.

Deeply moved by the pristine beauty, deep spirituality and simplicity of the people in Tibet and the Indian Himalayas, Khosa left her law career and spent a year travelling around Himachal Pradesh and Uttarakhand in India. During field trips to study the environment, the flora and botanical plants of the region, she met with numerous NGOs and self-help groups whom she says have since become family, partners, suppliers and collaborators of Purearth.

Khosa recognised that women in rural environments are the primary caregivers and income earners for their families and had a vision to start “a social enterprise that could provide a sustainable, fair means of income to marginalised women and grassroots producer groups, irrespective of gender considerations”.

Born from a desire to reconnect to the earth, Purearth uses plants indigenous to the Himalayas. She explains, “The high altitudinal ecology and the untouched purity of the Himalayan environment produces a purer, more potent ingredient as compared with the same that is perhaps cultivated, grown or sourced in other regions.”

Purearth’s award-winning Wild Rosehip Seed Oil is sourced from the Himalayan Kullu Valley and is rich in antioxidants and essential fatty acids, giving rapid, clarifying and nourishing results to hyperpigmented, sun damaged or scarred skin. Khosa’s personal favourite is the Wild Rose Himalayan Mist – “a floral water left over from the steam distilling of the precious Rosa Damascena essential oil, it’s the perfect skin pick-me-up and leaves me in a happy mood every time



I spritz it on my face,” she says.

With a strong commitment to humanity and earth, the aptly named Purearth range supports sustainable harvesting practices and pay fair trade wages to their women groups. Produced in small batches, Purearth is proudly “made by people, not factories” and uses wild harvested or mountain-derived ingredients that are carefully gathered, sorted, blended and filled by hand in the Himalayas.

Purearth stands apart from the majority of skincare brands with an ethos that is built on ethics, equality and ecology. In the competitive world of skincare where many consumers desire anti-ageing results at any cost, Khosa explains, “Our recipes and formulations are based on Ayurvedic principles which have used such ingredients for millennia and have proven effective not only for beauty, but for therapeutic and medicinal purposes.” While Khosa has studied Ayurveda and has a

personal appreciation for the medicinal and therapeutic benefits of Purearth ingredients, she refers to the growing mountain of scientific research that also advocates the use of natural products for your skin and discourages the use of synthetic products. Ingredients like turmeric and neem have reached a new level of recognition, however the market is still full of synthetic products with hydrating and anti-ageing claims despite the long-term effects synthetic ingredients can create – dry, stripped, irritated and wrinkled skin.

Khosa acknowledges that Purearth speaks to a consumer who appreciates fine quality and questions the impact of their buying choices on the planet and its people. Customers can look forward to a growing wellness range to complement the herbal tea line. Purearth can be purchased online for worldwide shipping and at niche boutiques around the world.

www.purearth.asia 