

## ELLE Beauty Awards 2025: Meet India's Modern-Beauty Pioneers

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Here are the standout winners of the 2025 awards and what makes each one a shift-maker in the beauty world:

- **Pika Dubey** — Winner of *Mental Wellness Expert 2025*. As a counselling psychologist and founder of The Head Space Lab, she combines science and empathy to help individuals build emotional clarity and resilience.
- **The Sangya Project (along with founders Tanisha RK, Shweta Sangtani & Aashish Mehrotra)** — Awarded *Sexual Wellness Experts 2025*. Their trauma-informed, kink-affirmative education initiative is broadening India's conversations around intimacy.
- **Dr Hansaji Yogendra** — Named *Health & Wellness Expert 2025*. As director of The Yoga Institute, she blends decades of expertise with accessible practice to make holistic wellness a lifestyle.
- **Sandhya Shekar** — Winner of *Makeup Artist of the Year 2025*. Her 10+ years in the industry and clean-beauty approach have set a benchmark for Indian glamour and intuitive self-expression.
- **Amit Thakur** — Selected as *Hair Expert 2025*. From red-carpet waves to editorial precision, he also mentors the next generation through his Mane Masters Hair Academy.
- **Dr Jewel Gamadia** — Winner of *Skin Expert 2025*. With a holistic wellness background, he approaches skincare from the inside-out, championing balance, vitality and detox.
- **Old School Rituals** — Named *Getting Greener Beauty Brand 2025*. An Indian beauty-wellness brand reviving ancestral skincare rituals through clean, handcrafted formulations.
- **Zero Zero** — Winner of *Discovery Beauty Brand 2025*. A 100% essential-oils brand with uncompromising purity—nature bottled in its truest form.
- **Kasaya** — Awarded *Beauty Innovation of the Year 2025*. This modern skincare brand melds Nordic minimalism with Ayurvedic depth, delivering microbiome-focused, small-batch formulations.

### Why This Matters

These recognitions reflect major shifts in how beauty is defined in India today:

- There's a **broader understanding of beauty** — it's not just about makeup and hair, but mental wellness, sexual health, nutrition, sustainability.
- The rise of **home-grown brands and experts** shows India's beauty-wellness industry is maturing and gaining global relevance.
- Clear move towards **sustainable, clean, inclusive beauty** — brands like Old School Rituals and Kasaya show that ethics, craft and performance can coexist.

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