

Kriti Sanon on What Makes Her Skincare Label HYPHEN Stand Out

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Kriti Sanon launched her skincare brand HYPHEN in July 2023, describing it as the perfect synthesis of her lifelong interest in skincare, entrepreneurial spirit and desire to connect with consumers in a meaningful way.

She said: *“Hyphen is a hope of possibilities ... Turning my obsession of skincare into passion ? dream ? power-packed products that actually work!”*

More than simply lending her name, Sanon takes an active role — positioning herself as Co-founder and Chief Customer Officer, and emphasising her involvement in product development and consumer insight.

The Brand Promise: Nature × Science × Inclusivity

When asked what distinguishes HYPHEN, Sanon outlines several key pillars:

- A fusion of **natural ingredients** and **scientific formulation**, rather than “either/or”. The tagline often given: “power-packed products” that deliver multiple benefits.
- Addressing **Indian skin concerns** — especially pigmentation, barrier health and accessible daily skincare routines — as opposed to exclusively export-oriented global formulas.
- A commitment to **accessibility** in terms of price point and reach — with wide distribution across India, digital-first strategy and rapid growth in consumer base.
- An attitude of breaking limiting labels — “Why can’t we be everything we want to be? I refuse to be a full stop or be limited by a bracket. I’d rather be a hyphen.” — Sanon invoking the metaphor behind the brand name.

Milestones & Realities

Since its launch, HYPHEN has achieved notable milestones:

- The brand reports crossing **₹400 crore in gross sales** within two years of launch, a remarkable achievement in India’s beauty & personal-care space.
- A large portion of its consumer reach is digital and pan-India, claiming presence in over 19,000 pin codes and repeat purchase rates around 60 %.

- The brand has expanded its portfolio beyond the initial offerings to include cleansers, lip balms and new skincare lines targeting specific issues like pigmentation

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