

Why You Should Try Sentera — India’s New Body Care

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Sentera launched in India in mid-2025 with its debut collection **“Make Love”**, offering a shower gel, exfoliating body scrub and collagen-infused body cream.

The name “Sentera” itself fuses **“senses”** (for fragrance/emotion) and **“therapy”** (ritual/self-care).

What Makes It Stand Out

- The brand combines **luxury scent experiences** (notes of rose, lychee, vanilla) with **body-care actives** like peptides, collagen and oils.
- Products are formulated without harsh chemicals: no parabens, silicones, sulphates, mineral oil; cruelty-free and vegan.
- The collection aims to elevate everyday routines into **sensory rituals** rather than mere chores.

The Market Context & Why It Matters

In India, the body-care segment is growing: consumers are increasingly looking for products beyond basic moisturisers — ones that deliver both feel and function. Sentera addresses this by merging skin-benefit actives (previously more common in facial care) into body care.

Given the surge in wellness purchases and the rise of self-care routines, brands like Sentera are well-positioned to capture the markets.

Considerations Before You Try

- As a premium body-care brand, pricing is on the higher side; whether the sensory + active combination justifies it will depend on your priorities.
- While fragrance-rich products can enhance the experience, if you have very sensitive skin or fragrance allergies, a patch-test is advisable.

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