

Ishwarya Iyer: Merging Science and Self-Care in Skincare

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Ishwarya Iyer, the driving force behind the wellness and skincare brand B.Bath, has charted a path to emotional self-care. In a recent exclusive with Sugermint, she shares how her journey began. As well as what she observed in the self-care category, and how she translates those insights into her brand's ethos.

Her role is described explicitly as **Founder & Chief Enrichment Officer**, underlining her commitment to the product.

The Genesis of B.Bath

Iyer noticed a space between “luxury” and “accessible” in the wellness market. Often brands offered either high-end exclusivity or basic self-care. She aimed to create something that combined effective science and thoughtful design. Meanwhile inclusive positioning and a sense of ritual. In her words, the brand would bring together “science + self-care” into one offering.

By emphasising formulation, ingredient transparency and the emotional side of using skincare, Iyer positions B.Bath as holistic self-care.

Key Philosophy & What Sets the Brand Apart

Iyer highlights a few distinguishing features of her approach:

- **Formulation Matters:** Instead of focusing purely on aesthetics, she ensures that products are grounded in science—meaning the ingredients work.
- **Inclusivity & Self-care:** The brand emphasises self-care as accessible, not exclusive to a certain demographic. The story is about “you” taking time for yourself, no matter your schedule or budget.
- **Experience & Enrichment:** The term “Chief Enrichment Officer” signals that what she offers is more than cleanser or serum—it’s about how using the product makes you feel, what ritual you build, and the mindset around it.
- **Bridging Beauty + Wellness:** She recognises that wellness is no longer just physical health but also emotional, psychological and about feeling good in your skin; her brand caters to this broader lens.

What Her Journey Teaches Us

For any creative professional or budding entrepreneur—especially in beauty, wellness or allied crafts—Ishwarya’s story offers useful take-aways:

- **Find the gap:** Observe not just what exists, but what's missing (e.g., self-care brands that are both effective *and* emotionally enriching).
- **Define your role & voice:** By naming herself “Chief Enrichment Officer,” she clarifies her value proposition—she is both creator and curator of experience.
- **Elevate the ritual:** Products become more meaningful when they're part of a personal ritual or mindset, not just a quick purchase.

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