

Kanikka Dewanii: Growing Clean Beauty with Purpose

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Kanikka Dewanii made a bold pivot from a corporate path to the entrepreneurial sphere of skincare by founding Mintree. A brand grounded in certified organic ingredients, sustainable packaging and a strong environmental ethos. >Her journey began with a belief: nature holds many of the answers for skin-care. Also consumers deserve purity, transparency and empathy in what they apply to their skin.

The DNA of Mintree: Nature, Packaging & Purpose

At the heart of Mintree lies three core pillars: *organic formulation*, *waste-minimising packaging*, and *heritage craft collaboration*. Dewanii and her team work with certified organic suppliers to ensure ingredient integrity. Furthermore, the packaging tells its own story: Mintree reclaims wood discarded after forest auctions. Therefore transforming into handcrafted boxes, thereby supporting local artisans and reducing waste. This attention to detail — positions Mintree not just as another skincare brand but as a **purpose-driven luxury** label.

Strategy, Positioning & Growth Insights

Dewanii's approach goes beyond formulation; it's a model of modern entrepreneurship in beauty:

- **Niche yet scalable:** While Mintree operates in the 'premium organic' segment, it's structured to grow — focusing on multiple product categories, thoughtful packaging and clear brand identity.
- **Transparency & trust:** In a market crowded with "clean beauty" claims, Mintree backs its story with certification, traceability and meaningful supply-chain narratives.
- **Storytelling & emotion:** Dewanii emphasises that every product tells a story — of nature, sustainability and self-care. This appeals not just to skin-care demands but to value-conscious consumers.

Why Her Story Matters to You

As someone passionate about grooming — here's how Dewanii's journey can inspire you:

- **Think craft + ethics:** Whether you're doing makeup or styling, integrate quality (products, technique) with ethics (cruelty-free, sustainable, inclusive) to build credibility.
- **Build a distinct brand voice:** Mintree doesn't just say "organic skincare" — it says "organic + reclaimed-wood boxes + artisan collaboration." What is *your* voice in the makeup/grooming world?

- **Service plus story:** You're already watching hauls and tutorials; consider how you can turn your work into a **story** for clients (e.g., "look inspired by..." or "technique built around...") to elevate your service beyond the surface.
- **Grow your possibilities:** Dewanii moved from corporate to founder; you could move from student/enthusiast to semi-pro or educator by using your hobby hours to document, practise, and perhaps teach.
- **Mind micro-details:** The packaging story shows that subtle details matter. In makeup/grooming, small touches (lighting, finishing, client experience) can differentiate you.

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