

Raeka Beauty Promoting Clean Beauty

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Raeka Beauty is a skincare brand founded by **Raeka Morar** in Austin, Texas. Inspired by her South Asian heritage and childhood memories of her grandmother’s home remedies, Morar started making her own natural skincare formulations using ingredients like turmeric and clove oil.

Origins & Inspiration

Morar’s interest in DIY skincare began as a hobby but soon turned into a business. She launched Raeka Beauty in **2017** with a small initial investment of **US\$5,000**, while she was still in law school. Her first breakout product was a **turmeric peel-off mask**, inspired by her grandmother’s Ayurvedic traditions.

Her goal was to bring **South Asian ingredients**—long used in traditional beauty rituals—into the clean beauty space, making them accessible and relevant to a broader audience.

Brand Philosophy & Positioning

- Raeka Beauty emphasises **clean, plant-based formulations**. It avoids harmful chemicals like sulfates, silicones, parabens, synthetic dyes, and mineral oils.
- The brand draws on **South Asian traditions**, but does **not strictly identify as “Ayurvedic”** — Morar prefers to frame it as using culturally rooted ingredients in a modern, scientifically backed way.
- Inclusivity is a core value: Raeka aims to serve **diverse skin types** and does not limit its narrative to traditional or age-old stereotypes.
- Sustainability is also important — in a rebrand, Raeka introduced packaging made from **post-consumer recycled plastic** and partnered with **CleanHub** to offset plastic waste.

Ingredients & Products

Raeka’s formulations incorporate botanicals and traditional South Asian ingredients. Some key ingredients they use include:

- **Turmeric (“haldi”)** — known for its anti-inflammatory and antioxidant benefits.
- **Camphor oil (“kapura”)** — used for its cooling and antiseptic properties.

- **Indian sarsaparilla (“nannari”), clove oil, cacao seed butter, jojoba oil,** and more — all chosen for their skin-friendly properties.

Her goal is to make ayurvedic ingredients accessible to everyone, elevating their presence in the U.S. market. As well as catering products to South Asian communities

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