

Gunjan Agarwal Launches XYST Skincare

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After devoting 22 years to being a homemaker and caring for her family, Gunjan Agarwal decided to forge a new path — into beauty entrepreneurship.

Her own challenges with available skincare options inspired her to create something better: a brand that would deliver **what it promised** — safe, effective, and thoughtfully formulated products for Indian skin. Thus was born XYST Skincare, a brand built around **transparency, results, and skin safety**, aimed at bridging the gap between empty marketing claims and meaningful product performance.

Building XYST: Clean, Conscious & Consumer-Centred

From inception, XYST was guided by strong values: cruelty-free, vegan, toxin-free formulations — and a commitment to derma-certification to ensure safety for all skin types.

Gunjan and her team worked closely with reputed manufacturers and dermatology-testing agencies. Each product goes through human-subject testing; XYST reports irritation scores as low as **0.002%–0.005%** — far below the standard threshold of 0.5%.

Their process involves multiple iterations: prototypes are tested internally, then passed on to testers across India for feedback — ensuring suitability across varied skin types and climate zones.

The result: a lineup of **gentle yet effective skin-care essentials** — from mild foam cleansers and vitamin-C serums to hydration creams and sunscreen — designed for everyday users, not just beauty-buff insiders.

Mission & Values — What Sets XYST Apart

- **Transparency & Honesty:** Unlike many brands that hide behind buzzwords, XYST openly shares ingredient lists, testing results, and purpose.
- **Accessibility:** Products are designed to work on Indian skin under Indian climate conditions — not over-engineered or imported blindly.
- **Ethical & Clean Beauty:** Vegan, cruelty-free, and free of unnecessary toxins or harsh chemicals.

User-Centric Formulations: Prioritizing skin health — not marketing hype — and focusing on gentle but effective care that everyday consumers can trust

Gunjan says XYST aims to grow beyond basic skincare: plans include expanding into hair care, advanced skincare serums, and continue evolving their formulae based on feedback and research. The vision: create a brand that becomes

synonymous with **safety, efficacy, affordability and trust** — especially for Indian consumers often underserved by global beauty brands.

For women entrepreneurs watching, Gunjan's journey is a reminder: with a clear vision, empathy for customers, and commitment to quality

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