

## Manya Nayar: Building IBAEUTY — A Gender-Neutral Beauty Brand for All

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Manya Nayar’s entry into the beauty world began during the COVID-19 lockdowns — a time when many reevaluated routines and uncovered new creative impulses. For her, it sparked a realisation: beauty shouldn’t be boxed by gender stereotypes.

Observing that men and people of other genders also enjoyed experimenting with beauty and self-expression, she felt a gap in the market. Most products were heavily gendered — “too pink, too macho, or just plain boring,” in her words.

As a result, she decided: if no brand was addressing this need, she would. That’s how IBAEUTY was born — out of a desire for **expression, inclusion and authenticity**.

### IBAEUTY’s Ethos

At the heart of IBAEUTY is a philosophy that challenges conventional beauty norms. According to Manya: beauty is not about “masks or perfection,” but about “highlighting real features.”

IBAEUTY follows a “50% skincare + 50% makeup” approach. This means their products aim to care for skin health while offering aesthetic enhancement — making them suitable for everyday wear by all genders and skin types. In product development, the brand emphasizes safety, transparency, and real-life usability: formulas are tested on people (never animals), ingredients are curated with skin-friendliness in mind, and textures are refined with attention to how products perform in daily life.

### Standing Out in a Crowded Beauty Space

What gives IBAEUTY an edge is not just its inclusive vision, but the way it combines **intentionality with quality**. Manya says contemporary trends like “skiminalism” and “barrier-first skincare” resonate deeply with her brand’s philosophy.

Rather than chasing fleeting fads, IBAEUTY focuses on **setting standards** — aiming to merge effective skincare, clean formulas and inclusive aesthetics.

Looking ahead, Manya envisions taking IBAEUTY beyond Indian shores: expanding globally, offering shade ranges suitable for diverse skin tones, and launching new hybrid beauty products. She also plans immersive pop-ups, engaging collaborations, and a community-driven brand identity.

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