

## How Nitin Jain Built India's First Microplastic-Free Beauty Brand

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For founder Nitin Jain, the idea for La Pink took root during a European trip in 2018 — when he first noticed a skincare product labeled “microplastic-free.” Intrigued, he researched and realized that while many global markets were moving toward conscious, safer formulations, this awareness was almost non-existent in India.

Originally running a travel business, the disruption caused by COVID-19 prompted him and his family to pivot. That moment reignited the memory of that European product — and laid the foundation for what would become La Pink.

### A Philosophy of Clean Beauty: Science Meets Tradition

La Pink was built on one non-negotiable principle: **100% microplastic-free formulations**. This meant abandoning synthetic polymers and microbeads, commonly used in skincare — often for texture or consistency.

Instead, La Pink turned to science — collaborating with expert formulators in France — to create high-performance products that maintain luxurious textures, efficacy, and sensory appeal, all without harmful microplastics.

At the same time, the brand draws from India's rich botanical heritage. Ingredients like white haldi, cactus flower, and sea-lettuce flakes — sourced globally from regions such as the USA, France, and Australia — are combined with modern cosmetic science for potent results.

### From Vision to Reality

For La Pink, category expansion and new product launches follow a strict filter: they must remain microplastic-free, deliver genuine skin or hair benefits, and uphold high scientific standards.

This integrity-first approach — “formulation first, marketing second” — has earned trust among consumers seeking clean beauty.

La Pink's journey hasn't just been about niche appeal either. Recent coverage highlights a growing awareness among Indian consumers about hidden toxins in personal-care products — and an increasing demand for clean, transparent skincare.

### A Message for Aspiring Entrepreneurs

In his conversation, Nitin emphasizes that the brands that endure are those addressing real problems — not chasing trends. For La Pink, this meant educating consumers from scratch about microplastics, investing early in science-backed formulations, and being patient in building trust.

He cautions against “me-too” brands, advocating instead for clarity of vision, integrity, and long-term commitment. Growth, in his view, comes when substance trumps flash.

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