

Anaaya Cosmetics: India's New Clean-Beauty Force

Published on 04 Dec 2025 | By IFI Correspondent



Nipun Mittal — founder and CEO of Anaaya Cosmetics — believes skincare should *celebrate* one's natural beauty rather than mask it.

Inspired by this philosophy, he built Anaaya around clean, plant-based, and cruelty-free formulations that blend traditional botanicals with modern cosmetic science.

What Sets Anaaya Apart

Under Mittal's leadership, Anaaya has committed to:

- Using natural ingredients like rose, lavender, turmeric and green tea.
- Avoiding harsh chemicals — the brand is paraben-free, sulfate-free, 100% vegan.
- Combining botanical wisdom with scientifically informed formulas (adding actives like niacinamide, kojic acid, alpha arbutin for targeted skin concerns).

This “homegrown-hybrid” approach — mixing Indian botanical heritage with modern skincare science — is what Mittal names as Anaaya's unique differentiator in an increasingly crowded beauty market.

Product Innovation & Consumer Trust

Anaaya doesn't just rely on traditional herbs. The brand crafts multifunctional products: cleansers that also brighten, formulations tailored for pigmentation, acne, dryness, or dullness — aligning with diverse skin needs.

Transparency and ethical values are part of its DNA: clear labelling, cruelty-free claims and a vegan promise help build consumer trust. Mittal says the company closely monitors customer feedback — skin reactions, preferences, complaints — to adapt and expand the product range. This consumer-centric approach guides new launches and formula refinement.

Growth Plans: Scaling Up With Purpose

Looking ahead, Anaaya under Mittal aims to expand beyond basic skincare: potential launches include serums, masks, advanced treatments — while staying committed to clean beauty ideals.

A recent collaboration with fast-delivery platform Zepto signals a push to widen market reach across India.

Given growing demand for ethically made, effective skincare among Indian consumers — especially urban and environmentally conscious buyers — Anaaya's blend of tradition + science seems well-positioned for expansion.

What Nipun Mittal's Story Means for India's Beauty Industry

- It shows there's room for **homegrown brands** committed to **clean, ethical beauty**, even in a market dominated by legacy players.
- It reflects a shift in consumer values: informed buyers now prioritize **transparency, cruelty-free credentials, ingredient integrity** — not just celebrity advertising.
- It underlines how **smart formulation + conscious branding + responsiveness** can build trust quickly.

In a world of growing awareness around chemicals, ethics and sustainability — Anaaya Cosmetics under Nipun Mittal represents a vision many young consumers now resonate with: beauty without compromise

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.