

Dr. Divneet Kaur Leads a Science-First Skincare Revolution

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Dr. Divneet Kaur
CEO & Co-founder, Dermabay

Dr. Divneet Kaur began her professional journey as a pharmaceutical scientist, specialising in drug-delivery systems and transdermal peptide technologies.

Over her career — spanning research labs and mentoring roles — she noticed a troubling gap: many consumers were investing in expensive skincare or imported products, yet experiencing poor results.

Driven by this disconnect between scientific potential and real-world skincare efficacy, she co-founded Dermabay in 2022 — with a mission to bring clinical-grade formulation standards to the Indian skincare market.

Science-Backed Formulation Meets Indian Skin Realities

What sets Dermabay apart is its “formulation-first” ethos: every product is developed in-house from scratch. Rather than white-labeling or riding on cosmetic trends, the brand invests in deep R&D, combining globally sourced actives with rigorous testing for stability under India’s diverse climate conditions.

Dr. Divneet and her team design with an understanding that Indian skin faces unique stressors — pollution, heat, humidity, and lifestyle changes. Their development process involves multiple prototype iterations, patch testing, and real-user trials to ensure safety, absorption, bioavailability and skin compatibility.

Dermabay doesn’t offer “routines” — they offer **results**. Their emphasis on transparency, evidence-based claims, and scientific integrity is reshaping how Indian consumers perceive skincare.

Consumer Education and Market Impact

According to Dr. Divneet, part of the challenge was educating consumers — many were accustomed to trend-driven beauty marketing rather than science-driven skin health. Dermabay addressed this by communicating clearly about ingredients, skin-specific challenges, and realistic outcomes — avoiding overhyped marketing or fluff.

This approach found resonance in a growing demographic of consumers seeking transparency, efficacy, and value — rather than surface-level “glamour.” Dermabay’s success highlights a rising demand for skincare that understands Indian skin and climate.

From Start-up to Recognised Brand — Turning Challenges into Strengths

Building a pharma-grade skincare brand in India came with challenges: longer development cycles, higher costs, and the need for supply-chain control. But Dr. Divneet says prioritising formulation integrity and long-term reliability — even at the cost of speed — was essential for building trust.

Today, Dermabay has evolved from a single SKU launch into a full clinical-grade skincare range — gaining attention for its scientific grounding, transparency, and suitability for Indian skin needs.

- **Tailored Skincare for India:** By focusing on Indian climate and skin conditions, Dermabay ensures products are relevant — offering meaningful benefits rather than generic cosmetics.
- **Science & Ethics Over Marketing Gimmicks:** The brand's insistence on in-house R&D, ingredient transparency, and robust testing raises the bar for skincare quality in India.
- **Empowering Consumer Awareness:** Dermabay's approach helps consumers make informed choices, shifting the conversation from quick fixes to long-term skin health.
- **Redefining What "Luxury Skincare" Means:** By blending pharmaceutical science and affordable beauty, Dr. Divneet's vision challenges the idea that effective skincare must always be expensive or imported.

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