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Foxtale Evolves into House of Brands, Launches Bodycare Label Hula Hoop

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India — Foxtale, the homegrown skincare brand, announced on December 9, 2025 the launch of Hula Hoop by Foxtale — a science-first bodycare line — signalling its evolution into a “house of brands.”

Built on advanced formulations and clinically backed ingredients, Hula Hoop aims to fill a gap in targeted, dermatologist-grade bodycare for issues like body acne, pigmentation, keratosis pilaris, dryness and overall skin health. The brand merges the formulation discipline of Foxtale with a playful identity, offering “serious science with a fun twist.” The move comes at a time of strong growth for Foxtale: over the past year the company recorded a ~250% year-on-year growth, coupled with a repeat purchase rate of ~50% on its D2C platform — momentum that the brand says gives it the confidence to diversify beyond skincare into adjacent categories. Founder & CEO Romita Mazumdar said the launch marks “a new chapter” — not just another product line, but the beginning of a multi-brand portfolio aimed at evolving consumer needs across beauty and personal care.

With this strategic shift, Foxtale aims to leverage its R&D backbone, scaling operational efficiencies and tapping into robust demand for bodycare that delivers real results. Observers view Hula Hoop as Foxtale’s statement of intent: to become a major player in India’s growing bodycare market, well beyond its original skincare roots.

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