

Harini Sivakumar: Crafting Clean Beauty with Earth Rhythm

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Harini *Sivakumar* is the **founder and CEO of Earth Rhythm**, one of India's fastest-growing clean beauty brands known for its **vegan, cruelty-free and sustainable skincare and haircare products**. What began as a personal experiment in homemade soaps evolved into a full-fledged beauty brand that now resonates with a wide consumer base seeking *natural, science-backed, and environmentally responsible* products.

The Spark: Solving a Real Problem

Harini's entrepreneurial journey started in **2015**, driven by a deeply personal motivation: after her son — who has sensitive skin — reacted badly to conventional beauty products, she realized the Indian market lacked **gentle, fragrance-free, non-toxic options**. Unable to find suitable products, she began making soaps and body butters at home using simple, safe ingredients. What started as gifts for family and friends soon drew demand from others — an early signal that she was tapping into a real need.

Learning & Launching a Brand

Although her background was in banking, Harini *dove into skincare formulation*, learning chemistry and development to create safer personal care products. In 2017 she began selling products under the name **Soapworks India**. By 2019, with formal manufacturing capability and broader product ambitions, the business was rebranded as **Earth Rhythm** — reflecting its philosophy of *harmonizing personal care with sustainability*.

Building a Clean Beauty Portfolio

Earth Rhythm's range expanded rapidly from simple soaps to over **250 SKUs** today, spanning **skincare, haircare, body care, and makeup** — all developed with *eco-certified, biodegradable ingredients* and accompanied by transparent ingredient education. The brand emphasizes **clinical testing and dermatologist-approved formulas**, becoming one of the few Indian clean beauty brands with international credibility.

Growth, Funding & Market Reach

- Earth Rhythm began as a **self-funded venture** and strategically reinvested profits to scale operations.
- In **2021**, the company raised early investment from **Anicut Capital** to expand product development, marketing and R&D.
- By **2022**, the beauty retailer **Nykaa** — a major Indian beauty and wellness platform — acquired a **majority stake** in Earth Rhythm, leveraging its distribution and marketing ecosystem to accelerate growth.

This partnership positioned Earth Rhythm as a key player in India's **clean beauty segment**, enhancing visibility and accessibility nationwide.

Brand Philosophy & Impact

Earth Rhythm stands out for **science-meets-sustainability** positioning. Instead of relying solely on natural remedies, the brand blends **clinically tested actives** with plant-based components and prioritizes *biodegradable packaging, cruelty-free testing and transparency in formulation*.

Harini also built a **women-first workforce**, training local women in product manufacturing and uplifting community members through skills development in the beauty ecosystem.

Expansion & Consumer Adoption

Earth Rhythm products are sold through:

- **D2C channels** (brand website)
- **Major online marketplaces** (Nykaa, Amazon, Flipkart)
- **Offline kiosks and retail presence** in Tier-1 and Tier-2 cities, broadening reach and visibility.

Its **shampoo bars, balms, serums, and moisturizers** are particularly popular among consumers seeking **clean, gentle, high-performance beauty solutions** — growing loyal repeat buyers and fostering strong community engagement.

Business Performance & Vision

Earth Rhythm experienced strong financial traction and brand growth:

- Consistent **YoY revenue increases** as the clean beauty trend surged.
- Strategic acquisition by Nykaa amplified its market access and operational scale.

Harini continues to focus on **innovating products, investing in people, and deepening customer trust**, with future plans to expand both the product portfolio and geographic footprint.

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