

## WOW Skin Science Founders Transform Natural Beauty Market in India

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In the booming Indian beauty and personal care landscape, *WOW Skin Science* has carved out a strong niche with its natural, toxin-free products. The brand's success story is driven by **co-founders and brothers Karan Chowdhary and Manish Chowdhary**, whose vision to blend nature and science has resonated deeply with consumers across India and beyond.

### From Humble Beginnings to Natural Beauty Pioneer

WOW Skin Science was founded in **2014** by brothers Manish and Karan Chowdhary. The brand was created with a simple but powerful mission — to offer **effective, natural skincare and haircare products that are free from harmful chemicals and additives**. The Chowdhary brothers drew inspiration from traditional beauty remedies and modern consumer needs, forging a brand identity centered on *natural, research-backed formulations*.

Early products aimed to fill the gap in the market for **paraben-free, sulphate-free, and mineral oil-free personal care solutions**, helping customers adopt healthier skincare and haircare routines. Over time, this focus on nature-inspired beauty helped WOW stand out in a crowded marketplace dominated by traditional chemical-centric brands.

### A Digital-First Strategy Fuels Growth

From the outset, the Chowdhary brothers adopted a **digital-first strategy**, leveraging e-commerce platforms like Amazon, Flipkart, and Nykaa to make WOW products widely available. This online focus allowed the brand to reach consumers across India while building a strong digital presence that *boosted visibility and consumer engagement*.

In recent years, WOW Skin Science has also expanded into **offline retail stores and pharmacies**, ensuring that customers can access its products both online and in physical stores.

### Major Investments and Expansion

Significant growth milestones have marked WOW's journey. In **2021**, India-focused private equity firm **ChrysCapital** invested **\$50 million** for a minority stake in the company — a strategic move aimed at scaling the brand's FMCG presence and expanding its reach across categories and channels.

The investment underscored confidence in the brand's trajectory and highlighted its potential to become a dominant name in the *toxin-free beauty segment*. ChrysCapital praised the Chowdhary leadership for strong historical performance and solid growth potential in both online and offline markets.

In **2022**, WOW Skin Science also attracted investment from **Singapore's sovereign wealth fund GIC**, further cementing its position as a rising star in both Indian and global beauty markets..

## Product Innovation and Eco-Conscious Appeal

Under the Chowdhary brothers' guidance, WOW Skin Science has introduced a diverse portfolio of products spanning **skin care, hair care, bath & body, and wellness**. Best-selling ranges — such as those featuring *apple cider vinegar* and *red onion* formulations — helped the brand become synonymous with natural beauty solutions.

Beyond product effectiveness, the company has also embraced *sustainability initiatives*, including eco-friendly packaging experiments and campaigns encouraging environmental stewardship.

## Resilience Amidst Market Shifts

Despite market fluctuations, including recent revenue dips, the brand has worked to improve operational efficiency and move toward profitability by 2025. Co-founder Manish Chowdhary has indicated a focus on sustainable long-term growth, supported by strong capital reserves and a clear pathway to break-even.

## Looking Ahead: A Global Vision

Today, WOW Skin Science competes with major beauty and personal care brands while staying true to its “**nature powered**” philosophy — providing affordable, high-quality products rooted in natural ingredients and scientific formulation.

The Chowdhary brothers' journey reflects the rise of *Indian homegrown beauty brands* that embrace sustainability, innovation, and consumer trust

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