

## Vibhuti Arora: Pioneering a Natural Beauty Revolution With House of Beauty India

Published on 15 Jan 2026 | By IFI Correspondent



What began as a deeply personal search for healing became a nationwide wellness movement. **Vibhuti Arora**, founder of **House of Beauty India**, turned her own battle with an autoimmune skin condition into a mission to transform how people care for their skin and overall facial wellness. After trying numerous chemical-heavy treatments that worsened her condition, she turned to ancient yoga practices and Ayurveda, discovering the power of **face yoga and natural skincare**.

Her journey led her to create techniques rooted in ancient practices, which she developed into a structured face yoga methodology — teaching people how mindful movement and natural care can improve skin health and radiance without invasive procedures.

### Founding House of Beauty India: A Holistic Wellness Brand

In **2019**, Vibhuti officially launched **House of Beauty India**, after more than five years of dedicated research and development in face yoga, natural skincare formulas and plant-based ingredients tailored especially for sensitive skin.

The brand champions **clean, toxin-free beauty solutions** that blend modern insight with traditional wisdom. Under her leadership, House of Beauty grew from a digital face yoga course into a full-fledged beauty and wellness ecosystem — offering **120+ products, certified face yoga programs**, face tools, and holistic therapies designed to address issues such as pigmentation, aging, acne, and more.

### Building a Global Face Yoga Community

A major pillar of Vibhuti's success is her commitment to education and empowerment. She founded the **Face Yoga School by House of Beauty**, which trains and certifies face yoga teachers around the world. The school's certification programs have empowered **hundreds of face yoga teachers globally**, helping many individuals build careers as wellness trainers and educators.

Her vision has helped turn face yoga from a niche concept into a recognized wellness discipline, blending mindful movement with beauty care to shape confident, self-empowered individuals.

### Expanding the Brand's Footprint Across India

Under Vibhuti's leadership, House of Beauty began expanding its physical presence with **wellness centres and holistic treatment hubs** beyond its flagship in New Delhi. In 2025 alone, the brand opened new wellness centres in **Nagpur and Jaipur**, with a **Mumbai centre following closely**, reinforcing its nationwide reach and appeal.

Each centre offers a comprehensive suite of natural, non-invasive therapies — from facial cupping and gua sha sculpting to LED photofacials and lymphatic drainage massages — all performed by **CIDESCO-certified therapists** trained in House of Beauty's proprietary methods.

### **Rebranding and Vision for Global Accessibility**

In 2025, Vibhuti spearheaded a **brand reimagining** to reflect House of Beauty's holistic philosophy and broaden its global appeal. The updated branding — inspired by ancient Rig Veda symbolism — reinforces the brand's core message of "*Glow Inside Out*", tying inner wellness to outer beauty while making premium natural beauty solutions more accessible worldwide.

Her mission is not just about products, but about building a **wellness movement** that celebrates self-care, confidence and empowered living without reliance on toxins or invasive beauty procedures.

### **Legacy of Empowerment and Innovation**

Today, Vibhuti Arora stands out as a visionary leader reshaping Indian beauty and skincare. From her own struggle with sensitive skin to building a brand that educates, heals, and inspires, her journey reflects resilience, innovation, and purpose-driven entrepreneurship. House of Beauty continues to expand — both in reach and in impact — proving that natural, mindful beauty practices can thrive alongside modern science and conscious living.

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