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# Product Catalogue

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# BRAND PHILOSOPHY

Keitha transforms everyday self-care into powerful powder formulas. No excess water just concentrated actives, activated fresh for purity and performance.

## Benefits to Highlight

Our water-free, powder-based formulas are highly concentrated and effective, offering longer shelf life with fresh activation at every use. They're lightweight and travel-friendly, require fewer preservatives, and support sustainability by reducing water waste delivering powerful performance with a cleaner, smarter approach to self-care.

**A DRY POWDER THAT FOAM INSTANTLY NO MIXING, NO PREP.**

## What Are Powder Products?

Powder products are water-free formulations made from finely milled, concentrated ingredients that are activated at the time of use. Instead of being pre-mixed with water like conventional liquid products, powder products stay dry until you add water ensuring freshness, potency, and performance with every use.

Dry Powder.  
Instant Foam.

## Why Powder Products Are Better Than Conventional Liquid Products:

With no added water, our formulas deliver more power through concentrated actives without unnecessary fillers. They stay stable until use, activating fresh every time for maximum performance, while minimal preservatives keep them gentle on skin and scalp offering the same daily ritual in a smarter, fresher, and more intentional format.



# INTRODUCTION

Experience the Keitha difference where nature blends seamlessly with innovation, transforming your personal care routine into a mindful ritual of self love and environmental harmony.

The origin of Keitha is an inspiring tale of a journey where an individual, once striving against the forces of nature, ultimately finds solace and discovers life's answers within the very essence of nature itself.

At Keitha, we envision personal care as a holistic journey where nature and science harmonize to elevate your well being. Our mission is to deliver premium skincare and haircare solutions that not only enhance your natural beauty but also foster lasting wellness.

## What Do You Expect?

Keitha is driven by a steadfast commitment to sustainability, cruelty free standards, and environmentally responsible packaging. Our products are crafted with ingredients trusted by dermatologist, suitable for all skin types and designed for unisex. We strive to elevate everyday self care with products that are cleaner, safer, and more effective promoting wellness that benefits both you and the planet.



# BEST SELLING

Pamper your skin with Keitha Gulkand Powder Body Wash, a luxurious blend of Rose, Mulethi, Kaolin, and Beetroot that transforms into a creamy foam to cleanse, hydrate, and brighten. Infused with natural botanicals and antioxidants, it detoxifies, soothes, and refines the skin leaving it delicately scented, luminous, silky smooth.



# Coffee Powder Body Wash

## Introduction

Keitha Coffee Powder Body Wash delivers a rich, creamy foam that cleanses, exfoliates, and awakens the skin. Powered by aromatic coffee, it purifies while maintaining moisture, leaving your body fresh, smooth, and energized from the first wash.

CLEANSE

EXFOLIATE

ENERGIZE

REFRESH



COFFEE

## Benefits

Coffee exfoliates dead cells, refines texture, and boosts radiance with its antioxidants. It energizes dull skin, tightens pores, and leaves behind the irresistible scent of freshly brewed coffee keeping skin hydrated, balanced, and velvety soft.

GLOW

RENEW

SMOOTH

AWAKEN



KAOLIN

## Key Ingredients

Coffee Powder boosts circulation and glow, Kaolin Clay detoxifies gently, and Xanthan Gum with Erylite creates a creamy, polishing lather. Natural preservatives maintain purity, ensuring a fresh, nourishing cleanse every day.

COFFEE

KAOLIN

XANTHAN

ERYLITE



ERYLITE



# Gulkand Powder Body Wash



## Introduction

Keitha Gulkand Powder Body Wash is a gentle foaming cleanser that purifies and hydrates the skin. Its blend of Rose, Mulethi, Kaolin Clay, and Beetroot creates a creamy lather that cleanses deeply while keeping skin soft, fresh, and glowing.

PURIFY

BRIGHTEN

HYDRATE

REFRESH



ROSE  
EXTRACT

## Benefits

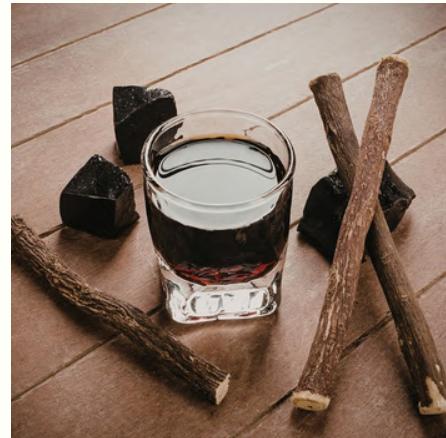
This daily powder wash removes impurities, soothes with natural rose, and brightens uneven skin tone. It helps reduce dryness, tanning, and early aging signs, leaving the skin smooth, hydrated, and naturally radiant.

DETOX

SOOTHE

GLOW

NOURISH



MULETHI

## Key Ingredients

Rose Extract and Oil calm and rejuvenate, Mulethi brightens, and Kaolin gently detoxifies. Mishri smooths, while Beetroot, Cardamom, and Erylite nourish the skin for a healthy glow.

ROSE

MULETHI

KAOLIN

BEETROOT



BEETROOT  
EXTRACT

# Ubtan



# Powder Body Wash

## Introduction

Keitha Ubtan Powder Body Wash brings a modern touch to a classic Indian skincare ritual. Made with natural lentils, herbs, and clays, it foams into a creamy lather that deeply cleanses, rejuvenates, and reveals a fresh, radiant glow.

CLEANSE

EXFOLIATE

BRIGHTEN

REFRESH



RED & GREEN  
LENTILS

## Benefits

Red Lentils, Green Moong, and Turmeric gently exfoliate, detoxify, and improve skin tone while reducing dullness and tanning. Its cooling, antibacterial properties help soothe and protect the skin, promoting a bright, even, & refreshed appearance.

DETOK

SOOTHE

GLOW

REPLENISH



TURMERIC

## Key Ingredients

Red & Green Lentils refine texture, Turmeric brightens and calms, and Camphor purifies with a cooling touch. Bentonite and Kaolin detoxify without dryness, while Nutmeg and Erylite soften and enhance natural radiance.

LENTILS

TURMERIC

KAOLIN

BEETROOT



NUTMEG



# ANANTAGLOW POWDER FACE WASH



## PRODUCT INTRODUCTION

Keitha AnantaGlow Powder Face Wash transforms into a soft foaming cleanser that purifies and restores youthful radiance. Powered by Brazilian Purple Clay, Calamine, and Hyaluronic Acid, it detoxifies while keeping skin smooth, nourished, and deeply hydrated.

## BENEFITS

The formula gently removes impurities, softens fine lines, and evens skin tone. With soothing botanicals and hydrating actives, it leaves skin plump, refreshed, and naturally glowing over 100 luxurious uses in every jar.

## KEY INGREDIENTS

Magnesium rich Purple Clay combats aging, Calamine calms and protects, and Hyaluronic Acid locks in lasting moisture. Mulethi brightens and reduces pigmentation, while Aloe, D Panthenol, Kaolin, SCI, and Erylite support a smooth, revitalized complexion.



# CLEARSKIN POWDER FACE WASH

## PRODUCT INTRODUCTION

Keitha ClearSkin Powder Face Wash is a rejuvenating mineral rich cleanser powered by Dead Sea Mud and science backed actives. It draws out impurities, controls excess oil, unclogs pores, and refreshes the skin with over 21 essential minerals for a clearer, healthier glow.

## BENEFITS

Salicylic Acid helps fight acne, refine texture, and prevent breakouts, while Hyaluronic Acid, Aloe Vera, and D Panthenol keep skin hydrated and soothed. Each wash leaves the skin soft, balanced, and rejuvenated.

## KEY INGREDIENTS

Dead Sea Mud detoxifies with vital minerals, Salicylic Acid clears pores, and Hyaluronic Acid hydrates deeply. Aloe Vera, D Panthenol, Allantoin, and Kaolin calm, heal, and purify, while SCI provides a gentle, creamy foam.



# SAUMYASKIN POWDER FACE WASH

## PRODUCT INTRODUCTION

Keitha SaumyaSkin Powder Face Wash is a mild, comforting cleanser designed for dry and sensitive skin. With Colloidal Oatmeal and soothing botanicals, it transforms into a creamy foam that purifies gently while preserving moisture and reducing irritation.

## BENEFITS

This formula strengthens the skin barrier, boosts elasticity, and supports natural renewal. It removes impurities without irritation, leaving skin soft, hydrated, and radiant perfect for over 100 gentle daily washes.

## KEY INGREDIENTS

Colloidal Oats calm and hydrate, while Papaya, Pineapple, and Banana extracts brighten and rejuvenate. Hyaluronic Acid and D Panthenol lock in moisture, Aloe Vera soothes, and Kaolin with SCI provides a soft, balanced cleanse.



# Classic Powder Shampoo



## Benefits

This gentle formula removes impurities, reduces excess oil, and enhances softness and manageability. It boosts volume, strengthens hair from root to tip, and delivers a fresh, lightweight feel all in an eco friendly, water free format.

## Key Ingredients

The 24 Herbs Blend nourishes and strengthens roots, while D Panthenol and Aloe Vera hydrate and soothe. Kaolin Clay detoxifies without dryness, SCI provides a creamy foam, and Polyquaternium 10 smoothens hair for silky, frizz free results.

## Product Introduction

Keitha Classic Powder Shampoo blends traditional herbal wisdom with modern innovation. Its 24 Herbs Blend transforms into a rich, foaming lather that deeply cleanses while maintaining the scalp's natural moisture and promoting healthy, balanced hair.

# Detox Powder Shampoo



## Benefits

The shampoo removes buildup, balances oil, and helps prevent dandruff while keeping the scalp hydrated. It leaves hair softer, shinier, and more manageable with lasting volume and freshness an eco friendly upgrade to your daily hair care.

## Key Ingredients

Bamboo Charcoal and Kaolin detoxify, Tea Tree purifies, and Aloe Vera with D Panthenol hydrates and repairs. Coconut Milk Powder restores shine, SCI provides a rich creamy foam, and Polyquaternium 10 smoothens hair for silky, frizz free results.

## Product Introduction

Keitha Detox Powder Shampoo is a modern, water free hair cleanser that transforms into a rich lather using gentle coconut based surfactants. It offers a deep, luxurious clean while preserving hair vitality and reducing environmental impact with its highly concentrated formula.

# Tender Powder Shampoo



## Benefits

It gently detoxifies, boosts volume, and enhances natural shine while absorbing excess oil.

Hydrating botanicals keep hair smooth and manageable, offering a lightweight, sustainable alternative to liquid shampoo.

## Key Ingredients

Hibiscus strengthens and adds shine, Rose soothes and moisturizes, and Jasmine boosts luster with a refreshing floral note. Aloe Vera, D Panthenol, and Beetroot deeply nourish, while SCI and PQ 10 ensure a rich foam and silky, frizz free finish.

## Product Introduction

Keitha Tender Powder Shampoo blends floral nourishment with eco friendly innovation. This water free, foaming formula transforms into a rich lather that cleanses deeply while keeping hair soft, fresh, and naturally radiant.



# BARESKIN MUD MASK SCRUB

## Product Introduction

Keitha BareSkin Mud Mask Scrub is a gentle, luxurious blend crafted for dry and sensitive skin. With calming rose petals and moisture friendly clays, it detoxifies without dryness, leaving skin soft, soothed, and refreshed.



## Benefits

This mild exfoliating mask softens texture, brightens dull skin, and refines pores while reducing pigmentation and inflammation. It adapts easily with honey or yogurt for deeper nourishment and a healthy, natural glow.



## Key Ingredients

Rose Petals calm irritation, Moroccan Red Clay detoxifies, and Kaolin cleanses gently. Red Sandalwood and Mulethi brighten, Tomato and Beetroot nourish, while Oats, Rice, Neem, and Orange Peel refine texture and enhance radiance.





# CHARCOAL MUD MASK SCRUB

## Product Introduction

Keitha Charcoal Mud Mask Scrub blends Bamboo Charcoal, Dead Sea minerals, and purifying clays to draw out dirt, toxins, and excess oil. Acting as both a mask and scrub, it delivers a deep clean that leaves skin clarified, smooth, and refreshed.



## Benefits

Gentle exfoliants refine texture and brighten dull skin, while botanicals like Turmeric, Neem, and Mulethi help fight acne and even out tone. Ideal for oily, uneven, or tanned skin, it restores natural radiance and can be customized with honey or yogurt.



## Key Ingredients

Bamboo Charcoal and Dead Sea Mud detoxify, Bentonite and Kaolin absorb impurities, and Rice, Oat, Cocoa, and Coffee powders polish the skin. Turmeric, Neem, Mulethi, and Punarnava brighten and clarify, while Tea Tree, Lavender.





# CHOCOLATE WAX POWDER

## Product Introduction

Keitha Chocolate Wax Powder ensures gentle, painless hair removal with cocoa and botanicals, preventing irritation and darkening, leaving skin soft, clean, smooth, and refreshed.



## Benefits

Experience painless hair removal with a gentle, oil-free powder enriched with aloe and chocolate, preventing darkening, soothing skin, leaving smooth results, suitable for multiple body areas.



## Key Ingredients

Rice and tapioca starch absorb excess moisture for smooth application; cocoa powder provides antioxidants; bentonite clay grips hair and cleanses skin; aloe vera soothes irritation; barium salt improves overall hair removal efficiency.



## BENEFITS

The serum deeply hydrates, evens skin tone, and refines texture while calming and balancing the complexion. Its nourishing oils leave skin soft, fresh, and luminous, making it ideal for morning and evening daily use.

## KEY INGREDIENTS

Alpha Arbutin brightens, Hyaluronic Acid plumps, and D Panthenol with Pentavitin offers long lasting moisture. Aloe Vera and Mulethi add clarity and calm, while Jojoba, Carrot Seed, Avocado Oil, Squalene, Allantoin, and Vitamin E nourish, protect, and enhance overall skin health.

# RAVYA DAY & NIGHT SERUM

## PRODUCT INTRODUCTION

Keitha Ravya Day & Night Serum is a lightweight yet potent blend that brightens, hydrates, and strengthens the skin barrier. Powered by Alpha Arbutin, Hyaluronic Acid, and soothing botanicals, it absorbs quickly and fits seamlessly into both day and night routines for 24 hour radiance.

