



THE HOUSE OF AMRITSAR

*Ayurvedic-inspired skin, scalp and body rituals
rooted in Amritsar and Punjab.*



 TheHouseOfAmritsar.com

A Concept Collection in Development

OUR ORIGIN

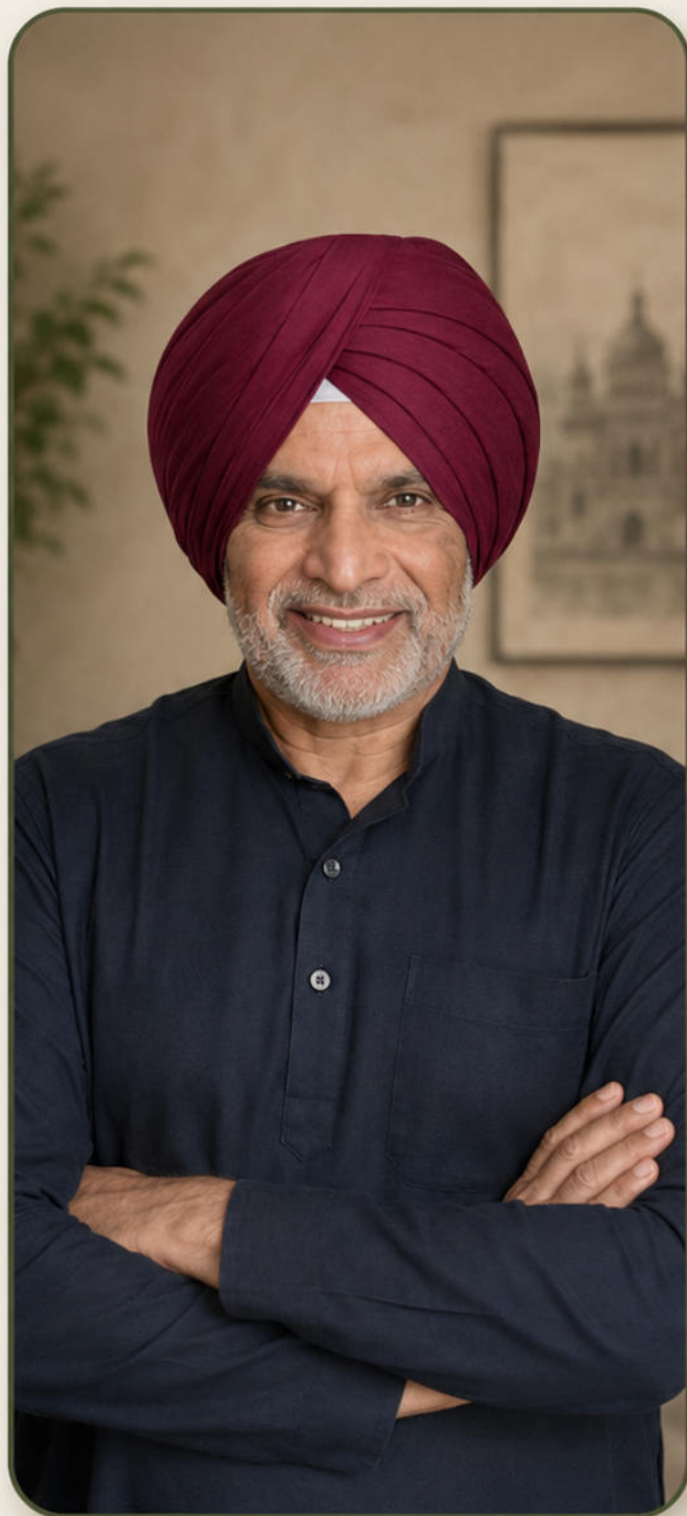
Rooted in Amritsar

Founded by Sardara, whose relationship with Amritsar spans nearly three decades, The House of Amritsar brings together personal provenance, Punjabi botanical inspiration and disciplined cosmetic development.

The House of Amritsar begins in the old city, where narrow lanes carry the scent of rose, turmeric and neem and apothecaries have traded in botanical wisdom for generations. We are developing traceable sourcing relationships in Amritsar and Punjab for selected signature botanicals. Final suppliers and ingredient lists will be confirmed during formulation development.

“We started The House of Amritsar because the botanicals of our own city deserved a house worthy of them — developed with contemporary cosmetic rigour and rooted in a place we can point to on a map, not a marketing story.”

— Sardara, Founder



INSPIRED BY RITUAL, DEVELOPED FOR MODERN CARE

Drawing inspiration from Ayurvedic and Punjabi beauty traditions, The House of Amritsar is developing a contemporary collection of skin, scalp and body rituals. The proposed range brings together sensory textures, carefully selected botanicals and a design language shaped by the founder's longstanding connection to Amritsar.

The Proposed Collection

Kesh Amrit — Scalp Vitality Oil

Inspired by Indian hair-oiling ritual.

Brahmi & Shikakai — Lightweight Scalp Serum

A lighter daily scalp-care concept.

Kumkumadi — Radiance Facial Elixir

A saffron-led facial-oil concept.

Rasayana — Rich Overnight Balm

An overnight facial-balm concept.

Amrit Abhyanga — Signature Body Ritual Oil

For massage, spa ritual and home care.

Ashwagandha — Grounding Body Balm

Earthy, enveloping aromatic character.

Shakti — Barrier Comfort Cream

For dry-feeling or sensitive-feeling skin.

Multani Mitti + Neem — Purifying Clay Mask

Inspired by Punjab beauty traditions.

Concept packaging shown. Final formulations, packaging and product selection may change.



BOTANICAL HERITAGE

One principal botanical inspiration
behind every product



Bhringraj — The heritage behind Kesh Amrit, Scalp Vitality Oil — long-established in Indian hair-oiling ritual.



Brahmi & Shikakai — Classical hair botanicals inspiring the Brahmi & Shikakai Lightweight Scalp Serum.



Saffron (Kesar) — Prized in Indian beauty tradition for its colour and aroma — the hero botanical of Kumkumadi, Radiance Facial Elixir.



Ashwagandha — One of the most recognised Ayurvedic botanicals, inspiring the Rasayana overnight balm and the Ashwagandha body balm.



Sesame Oil — A longstanding presence in Indian body-oiling tradition — the principal reference behind Amrit Abhyanga, Signature Body Ritual Oil.



Aloe Vera — Valued for its light gel texture and cooling character — informing the comfort-focused Shakti concept.



Multani Mitti & Neem — A mineral clay and household botanical closely associated with beauty ritual across Punjab — the defining reference for the Purifying Clay Mask.



HELP SHAPE THE COLLECTION

We're developing this collection with the people who'll use it. Join the launch list to receive development updates and early-access news.

Concept collection in development. Products are not yet available to purchase. All required UK cosmetic safety and compliance steps will be completed before launch.

Complete our two-minute concept survey and tell us which products, rituals and price points appeal most, at TheHouseOfAmritsar.com.

@TheHouseOfAmritsar on social media



Scan to Join the List

— Sardara, Founder, The House of Amritsar