



THE HOUSE OF AMRITSAR



*A professional Ayurvedic-inspired spa ritual collection in development,
rooted in the botanical traditions of Amritsar.*



TheHouseOfAmritsar.com

For Selected UK Spas · Hotels · Boutiques



FOUNDER'S NOTE

“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.”

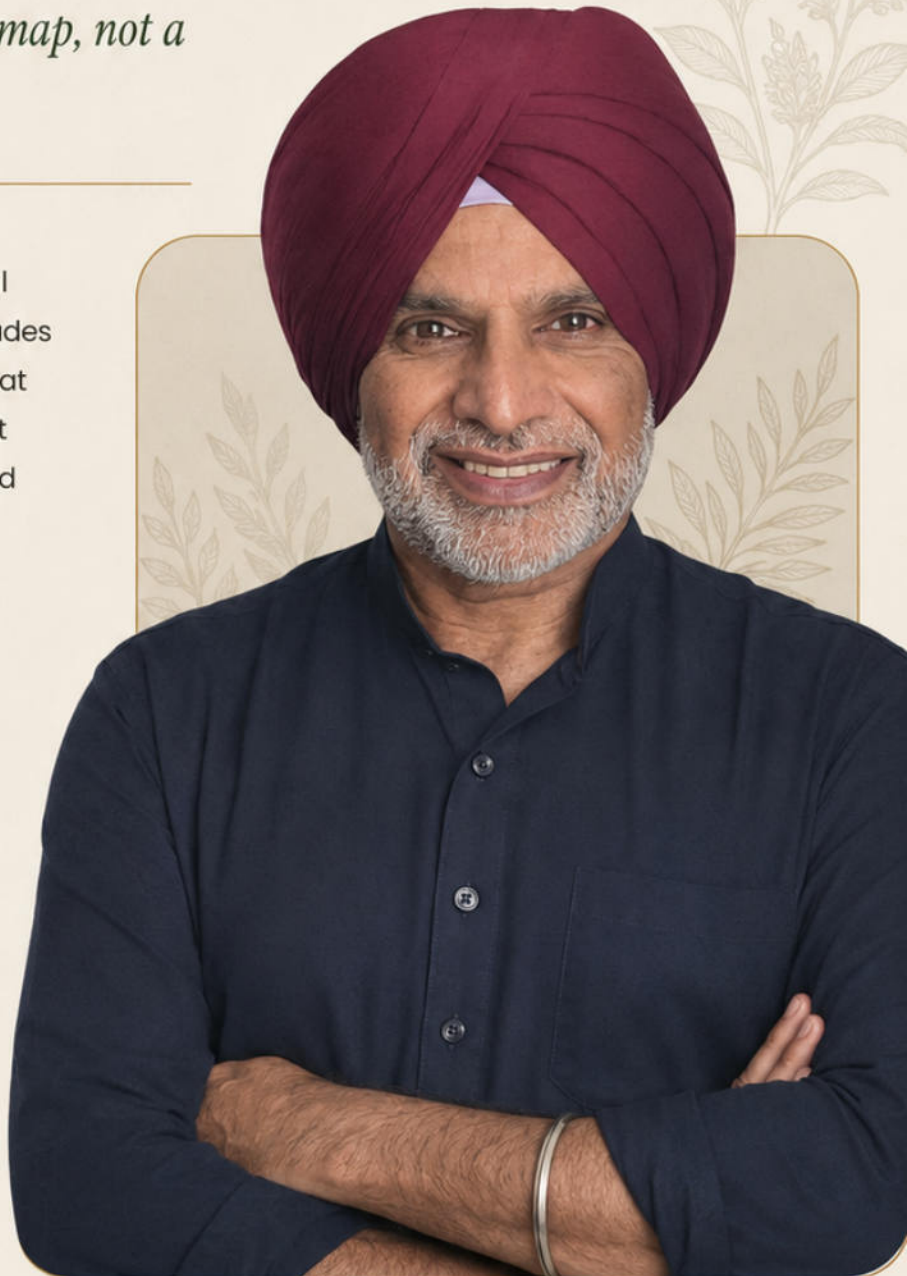


Sardara trained as an engineer at Imperial College London and spent nearly four decades in business technology — a background that shaped the rigour and documentation-first approach behind the House. He has owned and run Amritsar.com since 1998, building a worldwide community around the city's heritage, daily life and the Golden Temple and its sacred pool, the sarovar, whose name — Amrit, the sacred nectar — inspires the collection.



Spas, hotels and specialist retailers who partner with The House of Amritsar are offering their guests a thoughtful connection to India's time-honoured botanical traditions and the distinctive spirit of Amritsar — grounded not in surface imagery, but in nearly three decades of personal engagement with the city.

— Sardara, Founder





DEVELOPMENT STATUS



*A Professional Ayurvedic-Inspired
Spa Collection*

The House of Amritsar is a premium topical collection in development for selected UK spas, hotels and boutiques. Inspired by the botanical traditions of Amritsar, each ritual is designed for professional treatment rooms, refined textures and modern cosmetic compliance.

- Eight-product concept range spanning scalp, face, body and mask rituals.
- Professional and retail formats under evaluation.
- Final formulations in development.
- Selected partner research underway.
- Samples planned following formula finalisation.
- Commercial supply subject to completed UK compliance requirements.



Formulated for external, topical use only. UK cosmetic safety assessment, PIF preparation and product notification are in progress ahead of commercial supply.



THE PROPOSED COLLECTION



A coherent eight-product concept spanning scalp, face, body and mask rituals — each rooted in the botanical and cultural traditions of Amritsar and Punjab.

Product	Concept	Direction
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.





THE HOUSE PILLARS

What We Stand For

01



Amritsar Provenance

Signature botanicals and ritual inspiration rooted in Amritsar, Punjab.

02



Considered Production

Final production is intended to combine carefully controlled batches, relevant traditional preparation inspiration and modern cosmetic development standards.

03



Documented Quality

Supplier documentation, batch controls and UK cosmetic safety review are built into the development pathway.

04



Ritual-Led Design

Textures, pacing and packaging are created for professional treatment rooms as well as refined daily self-care.



What Trade Partners Can Expect

- Professional backbar formats sized for treatment rooms, currently at concept stage.
- Staff education and ritual training materials planned ahead of launch.
- Sample programmes for selected partners once formulations are finalised.
- Indicative launch timing shared directly with expression-of-interest partners.



FOR THE DISCERNING HOUSE

Bring the Botanical Traditions of Amritsar into Your Treatment Rooms



Strictly external, topical use only, with a clear UK cosmetic compliance pathway — safety assessment, PIF preparation, compliant labelling and product notification — prior to commercial supply.

Market Application

We are developing the collection for selected spas, hotels and boutiques seeking a distinctive ritual-led proposition with provenance, sensory appeal and disciplined professional documentation. The collection is being developed to support a premium treatment and retail proposition.

The Spa Experience

Luxury combined with an immersive spa ritual — signature botanicals inspired by Amritsar and Punjab traditions bring an authentic touch to every treatment.

Hotel Wellness

Potential hotel applications include spa-treatment formats, curated retail, gifting and future in-room ritual amenities, subject to formulation, packaging and partner requirements.

The Boutique Appeal

Amber glass packaging and considered formulations set a premium tone, attracting clients who value aesthetics, provenance and considered performance. A distinctive, place-led story inspired by Amritsar, home to the Golden Temple and its sacred pool, the sarovar.

Could The House of Amritsar complement your treatment menu, amenities or retail offer? Help us shape the professional range.



PARTNER WITH US

We are inviting selected UK spa, hotel and boutique professionals to review the concept collection and help shape the future professional range. Products and trade pricing are not yet available.

Before any product is made commercially available in Great Britain, its final formulation will undergo the required safety assessment by a qualified assessor. The applicable Product Information File, Responsible Person, product notification, labelling and manufacturing requirements will also be completed.

Expression of Interest

Scan to share your details via

TheHouseOfAmritsar.com/#trade, or contact us directly:

trade@thehouseofamritsar.com



Scan for Trade Enquiries