



AWW-RA

"Multicultural luxurious Chemical free cosmetics"

Sector: Beauty and health care

Pre-Incubated Since: 2022

Current Stage: Product under development. Graduated from pre-incubation program and entering Incubation phase.

The Challenge: As the skincare industry continues to grow, new products and treatments are constantly being introduced. One issue is the lack of regulation which can be dangerous, as some ingredients can actually cause more harm than good.

The Innovation: Aim to blend the 'modern' with the 'traditional' to address major beauty issues of the skin, without the use of harmful chemicals. Formulating skincare products, especially with ancient wisdom from India and across the world, thus bringing the best of both the ancient and modern world together.