

A close-up portrait of a young woman with long, dark, wavy hair, smiling gently. She is wearing a light-colored, thin-strapped top. The background is a bright blue sky with a glowing, circular halo effect around her head, composed of multiple concentric rings of light. The overall aesthetic is clean, fresh, and radiant.

**AKUA**  
Be Radiant

Visible radiance, backed by science

Cleansers | Sunscreens | Moisturizers | Face Serums | Hair Serums

# BRAND STORY

Akua began with the idea of making science-backed skincare and haircare accessible to everyone, regardless of skin type or background. We believe radiance lives within every person — it only needs the right care to shine through. With gentle, effective formulations, we aim to nurture skin and hair health, bringing visible, lasting results.

## VISION

To grow as a trusted name in science-backed skincare and haircare, with formulations that make every day radiant.

## MISSION

To empower people of all skin types with gentle, effective formulations that deliver visible radiance every day.

## VISION

At Akua, we **CARE** — through our commitment to authenticity, advanced formulations, radiant outcomes, and proven effectiveness that you can confidently recommend.



### C – Committed to authenticity

Formulations rooted in science and transparency.



### A – Advanced formulations

Crafted with proven bioactives for visible radiance.



### R – Radiance every day

Radiance is a long-term journey, not a quick fix.



### E – Effective for all skin types

Gentle care with results that suit every skin profile.



# WHY AKUA

## Crafted to offer care rooted in science

Our manufacturing facility maintains pharmaceutical-grade hygiene through advanced air handling and stringent quality protocols. Using cutting-edge microbiological and analytical techniques, we ensure every formulation meets the highest safety and efficacy standards. With innovative systems like Ecosome and Crothix-based technology, our actives are optimized for absorption, stability, and performance — making every product both gentle and effective.

## Clinically validated formulations that customers can trust

All Akua products undergo rigorous dermatological testing to ensure they are safe for use across diverse skin types. Our formulations are clinically validated, so retailers and customers can trust in their safety, reliability, and visible results.

## Solutions for Different Skin Concerns

### **Tan Removal**

Brightening actives that help reduce sun-induced pigmentation for an even, radiant tone.

### **Sun Protection**

Photostable filters that defend against UVA/UVB damage while keeping skin hydrated.

### **Dark Circles**

Targeted formulations with antioxidants and peptides to visibly reduce under-eye shadows and fatigue.

### **Dry Skin**

Moisture-rich blends that restore hydration and strengthen the skin barrier for lasting comfort.



# Environmentally mindful processes. **Ethically conscious products.**

At Akua, sustainability is an ongoing commitment. From using plant-based bioactives to minimizing waste and adopting renewable energy, we're taking mindful steps toward safer, more responsible care.

Our formulations are powered by plant-based bioactives and free from harmful chemicals, ensuring they are safe for people and the planet.

By practicing transparency and avoiding misleading claims, we create products that retailers and consumers can trust with confidence.



Cruelty-Free



Dermatologically  
Tested



No Parabens



No Phthalates



No Sulphate



Vegan





## Cleansers

Formulated with mild surfactants and bioactives, our cleansers gently lift away dirt and excess oil while protecting the skin barrier, leaving skin refreshed, balanced, and comfortable after every wash.

---



## Sunscreens

Our sunscreens shield against UVA/UVB damage using photostable filters while offering a smooth, residue-free finish. With long-lasting hydration and improved skin resilience, they're made to be used and loved daily by customers.

---



## Moisturizers

Akua's moisturizing lotions offer clinically balanced hydration for resilient, healthy-looking skin. Each formula combines proven hydrators with barrier-supporting actives to deliver all-day comfort, softness, and visible results.

---



## Face Serums

Our serums feature clinically proven actives, such as peptides, antioxidants, and brightening agents. With sustained use, they are designed to be effective for specific concerns such as pigmentation, wrinkles, and uneven tone.

---



## Hair Serums

Radiant hair starts with strong roots and smooth strands. Powered by growth-boosting actives and nourishing botanicals, Akua hair serums promote growth and also tame frizz to yield fuller, healthier-looking hair.

# Cleansers

## AKUA SALICYLIC ACID + ALOEVERA CLEANSER

**Size:** 50gm

### Key Ingredients

Salicylic Acid (BHA)  
Zinc PCA  
Oat Extract  
Aloe Vera Extract

### Benefits

- Deep Pore Cleansing
- Fights Acne & Breakouts
- Hydrates & Maintains Skin Balance
- Soothes & Calms Irritated Skin



## AKUA OAT EXTRACT CLEANSER

**Size:** 50gm

### Key Ingredients

Oat Extracts  
Glycerin  
Dragosantol 100 (Bisabolol)

### Benefits

- Gently cleanses without over-drying
- Maintains moisture balance
- Soothes sensitive or irritated skin
- Suitable for all skin types
- Free from harsh sulfates and parabens



## AKUA VITAMIN C FOAMING FACE WASH

**Non-stripping foam – For oily, acne-prone, and combination skin types.**

**Size:** 100gm

### Key Ingredients

Salicylic Acid  
Glycolic Acid  
Vitamin C (Ascorbic Acid)

### Benefits

- Deep cleanses pores and removes excess oil
- Controls acne and breakouts
- Reduces blackheads and whiteheads
- Exfoliates dead skin cells gently
- Brightens skin and evens out skin tone
- Soothes irritation and hydrates the skin
- Regulates sebum production
- Fights acne-causing bacteria
- Refreshes and hydrates the skin
- Protects the skin with antioxidants



# Face Serums

## AKUA VITAMIN C 10% FACE SERUM

**Size:** 30ml

### Key Ingredients

Ethyl Ascorbic Acid (Vitamin C Derivative)  
Centella Asiatica (CICA)  
Hyaluronic Acid

### Benefits

- Evens out skin tone
- Rejuvenates the skin
- Soothing and Healing
- Hydrates deeply
- Strengthens skin barrier



## AKUA NIACINAMIDE 10% FACE SERUM

**Size:** 30ml

### Key Ingredients

Niacinamide (Vitamin B3)  
Zinc PCA  
Hyaluronic Acid

### Benefits

- Controls Acne & Breakouts
- Balances Oil & Hydration
- Reduces dark spots and hyperpigmentation
- Minimizes Pores and smooths texture
- Enhances Skin Barrier



## AKUA ALPHA ARBUTIN 02% FACE SERUM

**Size:** 30ml

### Key Ingredients

Alpha Arbutin  
Butyl Resorcinol  
Hyaluronic Acid

### Benefits

- Reduces dark spots and hyperpigmentation
- Evens out skin tone
- Provides deep moisturization
- Improves skin radiance



## AKUA RETINOL 0.6% FACE SERUM

**Size:** 30ml

### Key Ingredients

Retinol (Vitamin A)  
Ubiquinone (Coenzyme Q10)  
Rosehip Oil

### Benefits

- Reduces fine lines & wrinkles
- Fades dark spots and regulates pigmentation
- Strengthens skin structure and boosts elasticity
- Refines pores and smooths texture
- Hydrates & nourishes skin barrier
- Protects against environmental stressors



## AKUA MULTI-PEPTIDES 10% FACE SERUM

**Size:** 30ml

### Key Ingredients

Matrixyl  
(Palmitoyl Pentapeptide-4, Palmitoyl Tripeptide-1 & Palmitoyl Tetrapeptide-7)  
Argireline  
(Acetyl Hexapeptide-8)  
Oligopeptides  
(Oligopeptide-1, Oligopeptide-2, Oligopeptide-5, etc.)

### Benefits

- Reduces wrinkles and fine lines
- Repairs and strengthens the skin barrier
- Improves skin elasticity and overall texture
- Elevates hydration and reduces dullness
- Enhances skin radiance
- Lightweight, non-greasy formula



## AKUA SALICYLIC ACID 02% FACE SERUM

**Size:** 30ml

### Key Ingredients

Salicylic Acid  
Hyaluronic Acid  
Oligopeptide-10

### Benefits

- Provides comprehensive acne management
- Enhanced skin hydration
- Improves skin texture and tone



# Sunscreens

## AKUA TINTED SUNSCREEN SPF 50 EXTRA COVER

Size: 45gm

### Key Ingredients

Octyl Methoxycinnamate, Octyl Salicylat,  
Tinosorb M, Uvinul A Plus, Titanium Dioxide

### Benefits

- Broad-spectrum UV (UVB + UVA1 + UVA2) protection
- Blue light & pollution protection
- Natural tint
- Matte, velvet finish
- Non-greasy, breathable texture
- Stable & photostable
- Suitable for sensitive skin



## AKUA NIACINAMIDE, VITAMIN B5 & VITAMIN F SUNSCREEN

Size: 45ml

### Key Ingredients

Niacinamide (Vitamin B3)  
Vitamin B5 (Panthenol)  
Vitamin F (Linoleic Acid)

### Benefits

- Broad-spectrum sun protection (UVA + UVB)
- Deep hydration & skin moisturization
- Lightweight, non-greasy feel
- Anti-pollution and antioxidant defense
- Skin repair & brightening
- Photostable & long-lasting
- Safe, stabilized formula



## Akua Vitamin C Invisible Sunscreen SPF 50

Size: 45ml

### Key Ingredients

Ascorbyl Tetraisopalmitate (VC-IP)  
Green Tea Oil  
Limnanthes Alba (Meadowfoam) Seed Oil

### Benefits

- Broad-spectrum UV protection
- Blue light & Infrared protection
- Advanced antioxidant defense
- Deep hydration & Skin barrier support
- Lightweight, silky-matte finish
- Oil control + Pore-blurring
- Skin-calming and anti-inflammatory



### Sunscreen Features:

- PA++++ (Very high UVA protection) • Broad spectrum • SPF 50 • Matte finish • Water-resistant
- Suitable for all skin types • Free from: Parabens, Sulphates

# Moisturiser

## AKUA MOISTURISING LOTION

**Size:** 185ml

**Variants:** Coconut Oil, Lavender Oil, British Rose

### Key Ingredients

Niacinamide (Vitamin B3), Aloe Vera Extract, Avocado Oil, Glycerin, Light Liquid Paraffin

### Benefits

- Provides deep and long-lasting hydration
- Strengthens the skin's natural barrier
- Softens and soothes dryness, irritation, and rough texture
- Supports skin repair and protects from environmental stress
- Suitable for daily use on normal to dry skin



# Hair Serums

## AKUA FRIZZ COMPLEX HAIR SERUM WITH SPF 30

**Size:** 50ml

### Key Ingredients

Grape Seed Oil (Vitis Vinifera Oil)  
Vitamin E Acetate (Tocopheryl Acetate)  
Soya Protein Oil (Hydrolyzed Soy Protein in oil base or Soybean Oil blend)

### Benefits

- Instant frizz control
- High shine & gloss
- Lightweight moisture & nourishment
- Smoothness & detangling
- Heat protection
- Protection from pollution & oxidative stress
- Provides SPF 30 protection against UV rays
- Elegant, non-greasy feel
- Pleasant fragrance



## AKUA HAIR GROWTH SERUM

**Size:** 30ml

### Key Ingredients

Redensyl (3%), Capixyl (5%), Procapil (3%), Xylishine, Caffeine, D-Panthenol (Pro-Vitamin B5), Polyquaternium-10, Green Tea Extract

### Benefits

- Promotes new hair growth.
- Reduces hair fall and breakage.
- Strengthens existing hair strands.
- Improves scalp health and hydration.
- Safe for daily use – free from harmful chemicals and parabens.
- Features a lightweight & non-greasy formula.

### Visible Results Timeline

**4 weeks** : Reduced hair fall

**8 weeks** : Thicker, healthier strands

**12+ weeks** : Noticeable hair density improvement





**Akua Skin & Hair Science**

Block C-703/B, Ganesh Meridian,  
Opp. Kargil Petrol Pump,  
Nr. Gujarat High Court, SG Hwy, Sola,  
Ahmedabad, Gujarat 380061.

+91 91734 60238

[www.akua.co.in](http://www.akua.co.in)

