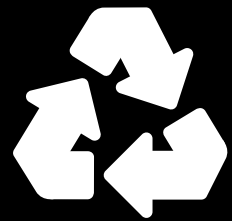


# VISHISHT

Vishisht is an eco-friendly brand offering natural skincare products delivered in zero-waste packaging.



# Core Beliefs



Circular economy - We have a Jar and packaging return policy to minimize waste. We also offset 100% of our CO2 emissions and deliver the products in zero-waste packing.



Cruelty Free - We believe that animals have as much right on this planet as we do hence we never test on animals. Also, 65% of our products are vegan. We are also developing formulas to become 100% vegan.



All-Natural - We use 100% natural & pure ingredients to ensure best results without causing any harm to the planet and its people.



# Climate Impact

5,400

Kgs

CO2 reduced

100+

Kgs

Plastic diverted from  
landfills and oceans

100+

Jars recycled and reused



**2016**

Skin problems - dry skin, rashes. None of the commercial skincare products helped.

**2017**

Research, trials & errors using all-natural ingredients to create own products.

**May 2018**

Based on positive feedback from friends and family, launched the brand.

**Brand Story**





# Target Market

Age - 18-45 year-olds PAN India

Gender - Both Male & Female

Purchase Habits - Online shoppers

Personal Traits - Environment Conscious

Occupation - College students & working professionals





# Timing

“Now” is the best time because more people are getting conscious about their skin and health thus switching to natural-organic skincare and food products.

With an alarming rate in climate change, it is important now more than ever to switch to a sustainable lifestyle . With changing policies and ban on the use of plastic etc., our brand is risk free due to its sustainable practices.

# Testimonials

*"This Rosemary serum is not doubt carrying a good fragrance but it's the best alternate to all the chemical gels. It makes the hair ends nice and soft. It was a Rakshabandhan gift for my brother with a customised note inside he loved it actually."*

*-Niti*

*"The lip balm gives a minty feeling when applied and kinda makes you feel fresh and up! And moisturizes lips for a good 5-6 hours even after eating. Also, the packing has zero plastic in it and the sweet little handwritten note. Wow!."*

*-Khushboo*

*"The night cream is very effective and does help in reducing dark circles. It makes the skin soft. The smell is nice . and, the packaging is totally zero waste. I would definitely recommend this cream."*

*-Shreya*



*"Vishisht or unique as the name suggests, is truly one-of-a-kind. That's because all the ingredients right upto the packaging are sourced from organic, certified dealers."*

*-The Better India*



*"We were really amused by the small yet major impact this startup has been creating. "*

*-Blinc Ventures, Nepal*



*"Sustainability and all-natural products are all the rage currently and for all the right reasons. If you are constantly on the lookout for natural skincare, then you gotta check out Vishisht Lifestyle."*

*-LBB*



**Mentions**



# Milestones

**Bootstrapped**

INR 5 Lakhs

**Top 500 Startups - South  
Asia by Innopreneurs  
Startup Contest**

**Top 10 most promoting  
organic personal care  
products companies India  
2021 - Silicon India**

**Won Facebook Small  
Business Grants  
Program- INR 60K**

**4+ score on Zoobop-  
World's largest personal  
care brand checker**

**Graduated Climate  
Launchpad 2021**

VISHISHT

# Founder



Namrata Agarwal is the founder of Vishisht Lifestyle. On a mission to protect the planet, she focuses on improving the skincare space by offering all-natural, cruelty-free products delivered in zero-waste packaging. Before starting Vishisht, Namrata worked in a Multinational Accounting firm as an Accountant for 4.5 years & she is a Certified Public Accountant (USA) . Namrata loves traveling. She enjoys spending time with her family, listening to podcasts, journalling and reading books & articles on self-development, mental health, etc and recently co-authored a book called "A Little more of Life". She is an animal lover.





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