

Minimalist

A high-performance skincare brand that's rooted in scientific research and radical transparency! Minimalist was founded in 2020 with a belief that the skincare industry requires a revolution with respect to transparency.

With products ranging from cleansers, serums, moisturisers, and sunscreens, Minimalist offers highly efficacious, transparent & targeted skin solutions for concerns like acne, pigmentation, ageing, dehydration, texture and oiliness, amongst others.

- **Honest**
- **High Performance**
- **Research backed**

Product
Catalog



Minimalist

FACE

Cleansers



Salicylic Acid + LHA 02%
Cleanses & prevents acne
All skin types
Use daily | ☀️ 🌙
₹299 | 100ml
Case Size: 6
RLP: ₹249.17
Earning: ₹42.23

Aquaporin Booster 05%
Cleanses & hydrates
All skin types
Use daily | ☀️ 🌙
₹299 | 100ml
Case Size: 6
RLP: ₹249.17
Earning: ₹42.23

Alpha Lipoic + Glycolic 07%
Cleanses & brightens
All skin types
Use daily | ☀️ 🌙
₹399 | 100ml
Case Size: 6
RLP: ₹332.50
Earning: ₹56.36



Oat Extract 06%
Soothes & calms
All skin types
Use daily | ☀️ 🌙
₹299 | 120ml
Case Size: 6
RLP: ₹249.17
Earning: ₹42.23

Toner



Polyhydroxy Acid (PHA) 03%
Exfoliates & hydrates
All skin types
Use daily | ☀️ 🌙
₹399 | 150ml
Case Size: 6
RLP: ₹332.50
Earning: ₹56.36

Serums



Salicylic Acid 02%
Prevents acne
All skin types
Start slow then use daily 🌙
₹549 | 30ml
Case Size: 6
RLP: ₹457.50
Earning: ₹77.54

Niacinamide 10%
Controls excess oil
All skin types
Use daily | ☀️ 🌙
₹599 | 30ml
Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Multi Peptide 10%
Reduces fine lines
All skin types
Use daily | 🌙
₹699 | 30ml
Case Size: 6
RLP: ₹582.50
Earning: ₹98.73

Retinol 0.3%
Beginner anti-aging solution
All skin types
Start slow then use daily 🌙
₹599 | 30ml
Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Retinol 0.6%
Intermediate anti-aging solution
All skin types
Start slow then use daily 🌙
₹649 | 30ml
Case Size: 6
RLP: ₹540.83
Earning: ₹91.67

Anti-Pigmentation



Alpha Arbutin 02%
Reduces acne marks
All skin types
Use daily | ☀️ 🌙
₹549 | 30ml
Case Size: 6
RLP: ₹457.50
Earning: ₹77.54

Tranexamic 03%
Treats PIE, PIH & melasma
All skin types
Start slow then use daily 🌙
₹649 | 30ml
Case Size: 6
RLP: ₹540.83
Earning: ₹91.67

Glow & Brightening

Vitamin C 10%
Glow serum for beginners
All skin types
Use daily | ☀️ 🌙
₹699 | 30ml
Case Size: 6
RLP: ₹582.50
Earning: ₹98.73

Vitamin C + E + Ferulic 16%
Advanced glow serum
All skin types
Use daily | ☀️ 🌙
₹599 | 20ml
Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Hydration

Hyaluronic + PGA 02%
Boosts hydration
All skin types
Use daily | ☀️ 🌙
₹599 | 30ml
Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Niacinamide 05%
Hydrates & soothes
All skin types
Use daily | ☀️ 🌙
₹599 | 30ml
Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

High Performance Skincare

FACE

Face Creams



Granactive Retinoid 02%

Gentle anti-aging solution
All skin types
Start slow then use daily ☾

₹699 | 30ml

Case Size: 6
RLP: ₹582.50
Earning: ₹98.73

Anti-Pigmentation Actives 08%

Treats pigmentation
All skin types
Start slow then use daily ☾

₹599 | 30ml

Case Size: 6
RLP: ₹499.17
Earning: ₹84.60



Alpha Lipoic (ALA) 02%

Brightens & evens tone
All skin types
Start slow then use daily ☾

₹499 | 50g

Case Size: 6
RLP: ₹415.83
Earning: ₹70.48



Ceramide 0.3% Bisabolol

Repairs skin barrier
Oily/Normal Skin
Use daily | ☀ ☾

₹599 | 50g

Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Ceramide 0.3% Madecassoside

Repairs skin barrier
Oily/Combination Skin
Use daily | ☀ ☾

₹599 | 50g

Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Exfoliators



AHA PHA BHA 32%

Face peel for instant glow
All skin types
Once in two weeks | ☾

₹699 | 30ml

Case Size: 6
RLP: ₹582.50
Earning: ₹98.73

AHA BHA 10%

Gentle, leave-on exfoliator
All skin types
Start slow then use daily ☾

₹599 | 30ml

Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Moisturizers



Vitamin B5 10%

Oil-free moisturization
Oily/Combination Skin
Use daily | ☀ ☾

₹349 | 50g

Case Size: 6
RLP: ₹290.83
Earning: ₹49.29

Sepicalm 03%

Moisturizes & calms
Sensitive Skin
Use daily | ☀ ☾

₹349 | 50g

Case Size: 6
RLP: ₹290.83
Earning: ₹49.29

Marula Oil 05%

Offers deep nourishment
Dry/Normal Skin
Use daily | ☀ ☾

₹299 | 50g

Case Size: 6
RLP: ₹249.17
Earning: ₹42.23

Sunscreens



Has Multivitamins

SPF 50

Broad spectrum PA++++
All skin types
Use daily | ☀

₹399 | 50g

Case Size: 6
RLP: ₹332.50
Earning: ₹56.36

Pregnancy Safe

SPF 60

Broad spectrum PA++++
All skin types
Use daily | ☀

₹599 | 50g

Case Size: 6
RLP: ₹499.17
Earning: ₹84.60

Minimalist

BODY

Body Lotions



Niacinamide 05%

Repairs & moisturizes

All skin types

Use daily | ☀️ 🌙

₹299 | 180g

Case Size: 6

RLP: ₹249.17

Earning: ₹42.23

SPF 30 PA +++

Moisturizes & protects

All skin types

Use daily | ☀️

₹499 | 150g

Case Size: 6

RLP: ₹415.83

Earning: ₹70.48

Exfoliator



Glycolic + Tranexamic Acid 11%

Exfoliates & evens tone

All skin types

Once/Twice a week | 🌙

₹699 | 60ml

Case Size: 6

RLP: ₹582.50

Earning: ₹98.73

HAIR

Serum



Hair Growth Actives 18%

Reduces hairfall, boosts growth

All hair types

Use daily | 🌙

₹799 | 30ml

Case Size: 6

RLP: ₹665.83

Earning: ₹112.85

Email

help@beminimalist.co

Website

www.beminimalist.co