

ORGANIC COSMETIC BRANDS

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BUSINESS OF SERVICES

*Swapna,  
Co-Founder*

*Anil Kaura,  
Founder*

**CERYBEE**

OWON SHAMPOO  
ANTI DAND FLAK AND ANTI CAN  
Complex Hair Care Shampoo with Natural  
Ingredients

**CERYBEE**

HAIR OIL TREAT  
For Tameable Hair, Scalp  
Care

**CERYBEE**

PROTEIN SHAMPOO  
For Hair Growth, Moisturizing, Nourishing  
and Conditioning with Natural  
Ingredients

**CERYBEE**

Creating Effective Skincare & Haircare  
Solutions with Natural Ingredients

₹150



# CERYBEE

Creating Effective Skincare & Haircare  
Solutions with Natural Ingredients

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details about its  
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ethical standards,  
Cerybee builds lasting  
consumer trust**

*Swapna,  
Co-Founder*



# siliconindia TOP 10 ORGANIC COSMETIC BRANDS - 2025



BY RUPA

The global skincare and haircare market is expansive and increasingly growing with rising awareness of the need for proper products for every skin and hair type. Despite being spoiled for choice, consumers struggle with skin and hair concerns, lacking the knowledge to find appropriate products suitable for their needs. Adding to the grievance are the tall claims brands make, which rarely come close to being accomplished, as well as the chemical-laden compositions that tend to amplify challenges. Compelled to address these complexities, Anil Kaura and Swapna set out to revolutionize the hair and skincare segment through their brand, Cerybee.

Founding Cerybee was motivated by Anil Kaura and Swapna's extensive travels across India and the GCC region which revealed a concerning trend of chemical-based formulations at both low and high price points for effective skin and hair care products. Envisioning a reform, they created a line of carefully formulated, affordable and effective hair and skincare products enriched with Natural, Organic, Ayurvedic, and Herbal ingredients. Cerybee

*Anil Kaura,  
Founder*



was born out of the aspiration to make effective hair and skin care accessible, safe, and affordable for all ages, and today, features a dedicated line of high-quality and sustainable products.

### Conscious Formulations for All Needs

Cerybee's journey started with a clear vision and roadmap: to consciously curate a limited range of highly effective products rather than overwhelming customers with too many choices. Launching a handful of meticulously formulated products, and closely tracking feedback, the company moved on to expand its portfolio, catering to a wider audience base, addressing specific concerns through highly potent compositions. Supporting customer needs, the company created a distinguished position in a crowded market, built on trust, quality, sustainability, and relevance to all skin types and climates.

"We follow our philosophy of NAOH — Natural, Ayurvedic, Organic, and Herbal. Our products are cruelty-free, non-toxic, and ethically produced. Designed to address common concerns such as dryness, irritation, and climate-related skin issues, they are effective across India's varied weather conditions", shares Anil Kaura, Founder, Cerybee.

In a short period, the company has launched over 10 products, each rooted in the NAOH philosophy, and delivering exceptional results. Its skincare range includes anti-aging and brightening face serum, rice water and aloe face wash, coffee and tea tree oil face scrub, and sunscreen SPF 50++++ with moisturizer. The haircare range features products like onion shampoo, protein shampoo, protein conditioner, and hair serum. The entire range is designed to adapt to India's diverse climatic conditions, delivering healthy results that lead to a rejuvenated skin and healthy, luscious hair.

The solutions-oriented, chemical-free, and long-lasting product range is ideally catering to all skin types, shades, and seasons, becoming the perfect companion for users across India. The all-natural beauty brand is dedicated to the development of non-toxic, cruelty-free, clean, fresh, clean skincare and haircare products. Its thoughtfully chosen name 'Cery' which signifies love while 'bee' represents the soul and dedication behind the brand is a testament to the company's emphasis on clean beauty and "Change in You" is our tag represents the journey of beauty and confidence our product brings by switching to pure, toxin-free care that truly works for your skin.

"Our inclination toward natural alternatives enabled us to look for plant-based ingredients that are naturally available on earth. We believe that natural resources such as sandalwood, turmeric, fresh fruits, vegetables, and others are loaded with golden powers that no science and technically invented product can offer. Thus, Cerybee products help you achieve clear skin, flawless hydrated hair, and a rejuvenating body — all naturally!", shares Swapna, Co-Founder, Cerybee.

### Quality as A Core Value

Renowned for its focus on quality, the company takes multiple measures to ensure its products are suitable and long-lasting for customers. From choosing raw materials carefully and sourcing them from trusted vendors to producing all products in small to mid-sized batches to maintain freshness, the company ensures all its offerings are pure, effective, and consistent in quality. While choosing ingredients, the firm also focuses on strictly avoiding restricted ingredients, and conducts intensive assessments of all raw materials to align with safety standards.

In partnership with manufacturing partners that have AYUSH, ISO, GMP, and cruelty-free certifications, Cerybee ensures that all its products are aligned with the strictest safety and quality standards. Alongside assurance at the company level, the brand also strives to offer transparency for customers, clearly listing every ingredient of its labels, avoiding hidden fillers or misleading claims. By sharing accurate details about its formulations and ethical standards, Cerybee builds lasting consumer trust.

"We ensure supply chain transparency, allowing consumers to trust the origin and purity of our raw materials. Moreover, ethical sourcing and sustainable manufacturing remain at the core of our brand, and integral to our process. On the sustainability front, we use eco-friendly packaging and are working towards incorporating recyclable, biodegradable, and minimal packaging solutions to reduce our environmental footprint", adds Anil Kaura.

As the company puts quality and sustainability at the core of its efforts and operations, it emphasizes careful selection of suppliers at every stage. Its focus on uninterrupted production during R&D has pushed the team to secure alternative suppliers and ingredient options. This, in addition to testing all formulations across different skin types, age groups, and climate conditions prior to approval has played a pivotal role in quality assurance. With ingredient quality and careful sourcing, it achieves both goals in one shot, while choosing manufacturers carefully helps retain quality consistency in addition to assuring compliance adherence.

### Future Roadmap

Cerybee's journey has just started. In this short span, the company has taken bold steps to grow and thrive in a competitive industry, making a mark that is difficult to match. From expanding its portfolio to revamping packaging and branding, the company has made comprehensive shifts to appeal to its clientele. Rooted in quality and affordability, the company is equally driven by innovation, which fuels its R&D efforts to curate products that every user can enjoy and benefit from.

"Cerybee has built strong visibility through its own website, Instagram, and other social media platforms. These channels allow us to engage directly with customers, respond

to feedback quickly, and offer exclusive promotions. Additionally, our presence on leading e-Commerce platforms such as Amazon, Flipkart, and Meesho enhances our accessibility and strengthens our market presence”, adds Swapna.

Dedicated to moving ahead with the same momentum, Cerybee has developed a robust future roadmap for itself.

It plans to expand its portfolio with two key additions: a women-specific line and a men's grooming and aims to soon make Cerybee products available in retail stores. Alongside product expansion, the firm strongly believes in the potential of eco-conscious packaging and cruelty-free formulations, and plans to take a dominant role in shaping the future of skincare with its natural and organic products. 



## CLIENT'S REVIEWS

- Onion Shampoo: Yuvaraj: "One of the best shampoos I tried for hairfall. Really visible change."
- Sunscreen Lotion: Bhavya: "No white cast, no stickiness—just smooth, hydrated, and protected skin!"
- Face Wash: Ashvithan V: "Best facewash I have ever used. Cleanses gently, with mild exfoliation and hydrating after effect. Skin feels clean and soft after the wash"
- Protein Shampoo: Subi Aristo: "I have been suffering with hair loss and dandruff for a while now. After use of one month of Cerybee protein shampoo I had a drastic change on my scalp. All I can say now is that it doesn't seem oily and the ingredients mentioned seem good for hair"
- Hair Serum: Bharti Babu: "I am thoroughly impressed with the results of Cerybee hair serum. After using it for a few days, my hair feels noticeably smoother and more manageable. It has also reduced my frizz. The smell is subtle and pleasant. I highly recommend this product to anyone looking to improve their hair care routine."
- Face Serum: Iswarya: "I love how it hydrates without feeling sticky. A must-have for glowing skin."
- Face Scrub: Lavanya: "This scrub has helped reduce my blackheads and made my skin tone more even"