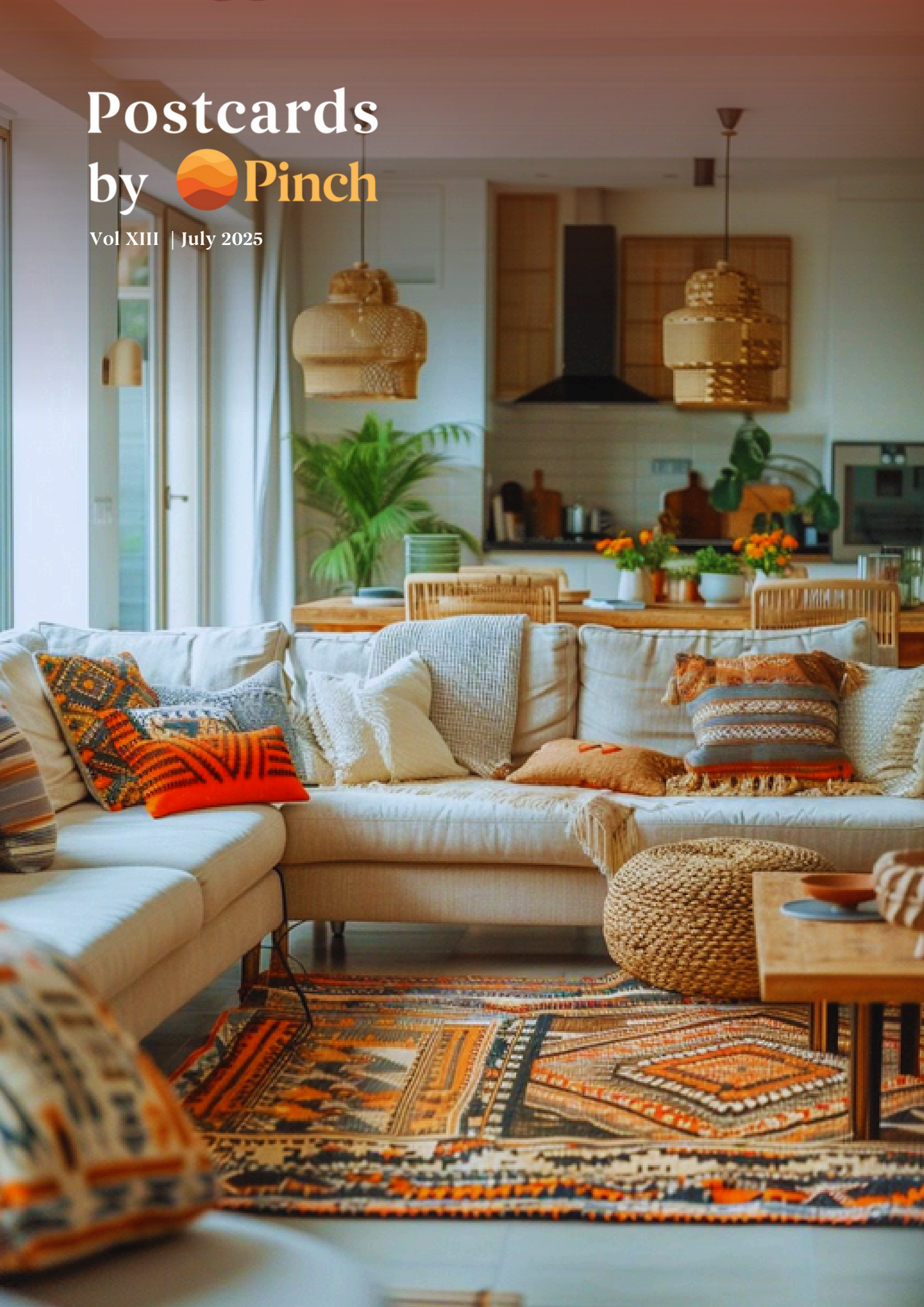


Postcards by Pinch

Vol XIII | July 2025





What's on Your Plate Is Now in Your Cream



If your skin could taste, would it approve?

A few years ago, clean eating found its way into our kitchens. Labels were scrutinized, ingredients Googled, and pantries slowly shifted to whole foods, cold-pressed oils, and organic vegetables. Today, that same attention is making its way to our bathroom shelves. The question is no longer just what you're applying but whether you'd trust it on your plate.

There's a growing recognition that our skin isn't separate from the rest of our body. It's porous, perceptive, and constantly in dialogue with what we apply. This awareness has given rise to ingredient-led wellness - a quiet movement that champions transparency, simplicity, and alignment across what

we eat, use, and practice.

And this isn't a fleeting trend. The global nutricosmetics market where beauty meets nutrition is [projected to surpass USD 16 billion by 2035](#). The concept is intuitive: what supports you internally can also care for you externally. Turmeric, once reserved for curries, now calms inflamed skin. Probiotics balance both your gut flora and your skin microbiome. The line between the kitchen shelf and the skincare cabinet is softening.

You'll now find ghee not only in dals but in under-eye balms. Green tea in cups and cleansers. Beetroot in salads and cheek stains. Collagen is stirred into coffee and layered onto skin. These aren't just creative uses of superfoods; they're reminders of how



unified care can be when we see the body as a whole.

This shift is also about how we define trust. Consumers today don't just want promises- they want familiarity. The same person who swapped processed snacks for makhana or kombucha is now looking for skincare that reads like a kitchen recipe. According to market research by Mintel and The Business of Fashion, over 68% of beauty consumers now read skincare labels the same way they do nutrition facts. It's a sign that wellness is no longer compartmentalised. What we once treated as separate domains - health, beauty, food are becoming one continuous practice.

Social media too has played a role. Short videos on DIY face masks using kitchen staples, or influencers sharing their "skincare smoothies", have normalised the idea that beauty doesn't have to come in a tube. It can come from what's already in your fridge. This visual culture of wellness reinforces the idea that care is both personal and accessible. What was once niche is now aspirational because it feels real.



Alongside this shift is a deeper change in consumer behaviour. The era of 10-step routines and unfamiliar ingredients is giving way to fewer, harder-working products, those made with ingredients you recognize, rituals you look forward to, and outcomes that feel restorative. Skincare and wellness are being folded back into everyday rhythms, not added as extra layers.

This isn't about nostalgia, it's about returning to what's always worked. Cold-pressed oils. Kitchen staples. Intuitive rituals. Wellness becomes more sustainable when it fits into our lives without friction or overwhelm. You may notice it in a beetroot lip stain that mirrors your morning smoothie, or a clay mask that smells faintly of your childhood kitchen. But what you're really sensing is a longing for coherence, where what we eat, apply, and practice all belong to the same story.

And that story of care, intuition, and ingredient intelligence is only just beginning.



To Use

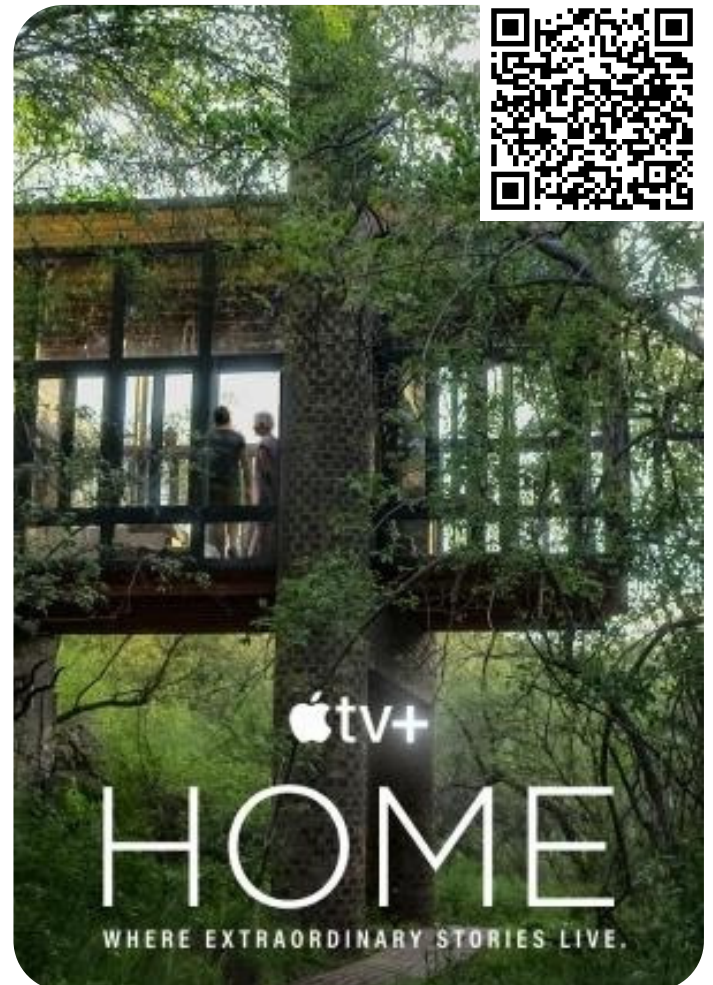
Pahadi Local Apricot Kernel Oil

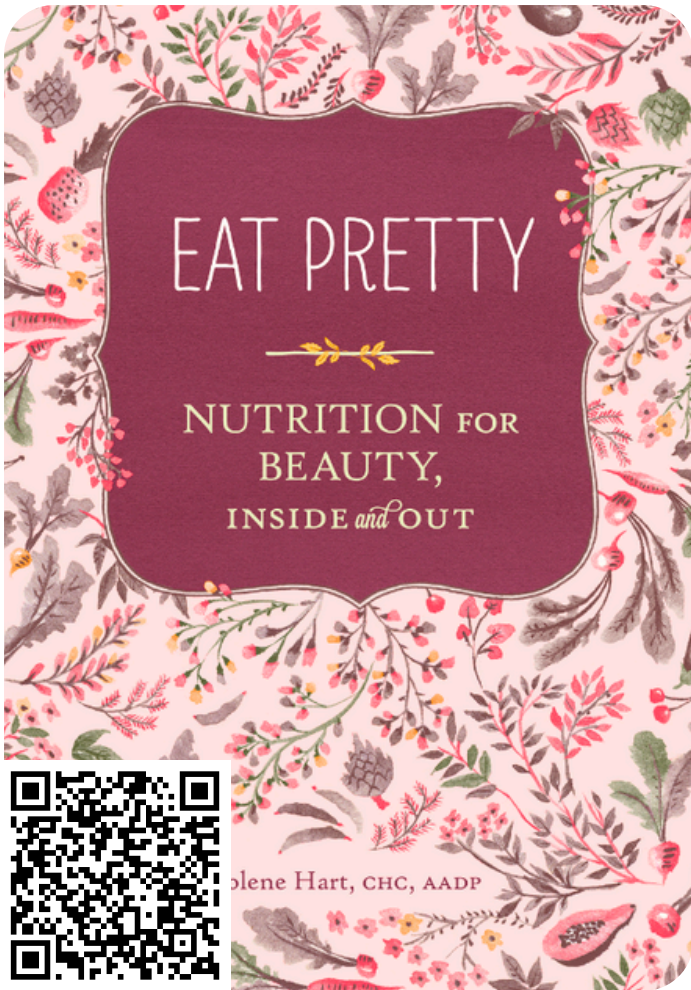
Sourced from the upper Himalayas, this cold-pressed oil is rich in Vitamin E and feels like a whisper on the skin. Traditionally used in Pahadi households for its soothing and nourishing properties, it's skincare you could almost eat. Massage it in post-shower or blend it with essential oils for a mindful self-touch ritual.

To Watch

Home (Apple TV+)

This documentary series offers a peek into homes that are not just architecturally striking but emotionally intelligent. Each episode reveals how families across the world build spaces around values, wellness, and a deep sense of care, turning the house into a living organism, much like our own routines.





To Read

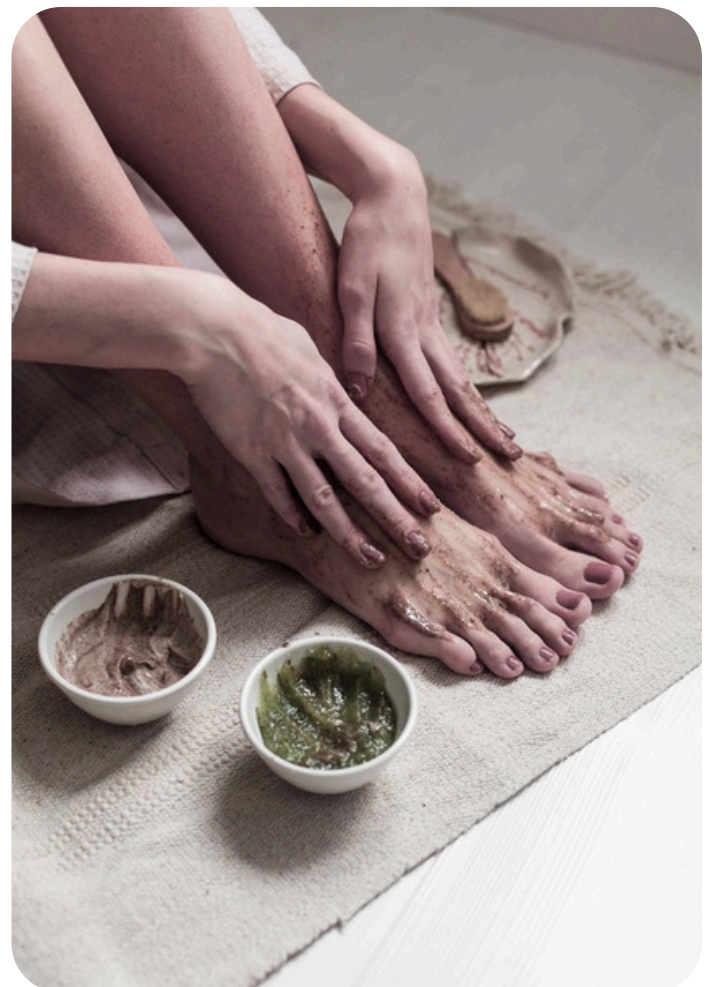
Eat Pretty by Jolene Hart

A gentle yet deeply practical guide to using food as your first layer of skincare. Through seasonal eating, ingredient profiles, and hormone-balancing tips, this book bridges the gap between inner nourishment and outer glow, ideal for those rethinking beauty from the inside out.

To Do

Make a Seasonal Edible Scrub

Choose a seasonal fruit like papaya, pomegranate, or banana and blend it with pantry staples like raw sugar, honey, or oats to create a fresh, skin-loving body scrub. It's a short ritual with long-lasting calm, connecting your skincare to what's fresh, familiar, and already in your kitchen.





A Kerala Retreat for the Mind and Body: A Journey to Niraamaya

Brand Feature



It starts with a breath.

Deep, unhurried, scented with cardamom and the salty breeze of the Arabian Sea. At [Niraamaya](#), even the air seems to slow you down. Tucked into Kerala's cliffs, backwaters, jungles, and valleys, each retreat offers more than a holiday - it offers a pause. A gentle returning to self, where rest isn't a reward, but a rhythm.

At Niraamaya, wellness was never meant to be prescribed — it was meant to be lived. This philosophy comes alive in the way each property has been designed - not built, but carefully crafted, often by restoring traditional homes or opening to views so vast, they invite stillness. One such retreat, Surya Samudra in Kovalam, overlooks the sea from its perch on a clifftop, where every morning begins with the sound of waves and the scent of wet earth.

Wellness at Niraamaya isn't a checklist. It's an experience that unfolds through slow mornings, thoughtful rituals, and time spent in nature.



Days begin with sunrise yoga or floating breakfasts by your private pool, and close with walking meditations along forest trails or a starlit soak. Therapies are tailored to your body's needs, meals are crafted to align with your healing journey, and every interaction is offered with gentleness and quiet attention. Even the spaces - verandahs under 100-year-old banyan trees, clifftop pavilions that open to the sea, or houseboats drifting through the backwaters, invite you to slow down, soften, and simply be.

This season, Niraamaya invites Pinch patrons to extend their stay and deepen their rest. When you book five nights at any Niraamaya resort, you receive an additional night along with complimentary inclusions. And if you're staying at one of their private villas, booking three nights gets you one extra night free. It's a quiet nudge to stay just a little longer and give yourself the time you may not have realised you needed.



Whether you're looking to unwind, reset, or simply take a break from the noise, Niraamaya offers a space where stillness is sacred and every moment is made with care.

Get in touch with your Lifestyle Manager to know more and begin planning your stay.



Make Time for More

