

Zainab Shaikh's Vision for Luxiora Cosmetic: From Startup Dream to India's Award-Winning Ethical Beauty Powerhouse

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***Emerging Beauty Brand :
Luxiora Cosmetics***

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Mumbai, Maharashtra Jul 8, 2025 ([IssueWire.com](https://www.issuewire.com)) - In the ever-evolving world of beauty, few brands stand out for both their innovative excellence and unwavering ethics. Luxiora Cosmetics, led by visionary founder Zainab Shaikh, has rapidly evolved from a startup to become an award-winning beauty brand celebrated by customers and industry experts alike. Today, Luxiora is proudly recognized as a leader in India's vegan, cruelty-free cosmetics movement—a journey shaped by values, innovation, and an uncompromising commitment to quality.

Founding Principles: A Modern Standard in Beauty

What began as an entrepreneurial dream is now a thriving enterprise that has redefined the beauty experience for a new generation. Zainab Shaikh established Luxiora with a clear mission: to provide cosmetics that not only elevate individual beauty but also uphold ethical standards.

The brand's vision—rooted in compassion and innovation—infuses every product, reflecting a belief that beauty should never come at the expense of animals, people, or the planet.

“We didn’t just want to create beauty products—we wanted to create a brand that reflects our values. Our customers deserve cosmetics that are both high-performing and ethically made,” says Zainab Shaikh, Founder of Luxiora.

From inception, Luxiora distinguished itself through a commitment to vegan, cruelty-free, and paraben-free formulations. Each product, be it a vibrant lipstick, nourishing lip oil, or hydrating gloss, is designed with botanical and safe synthetic ingredients like Candelilla Wax, Pearl Powder, Olive Oil, Rosemary Extract, and Vitamin E.

These ingredients are carefully selected to deliver exceptional results while caring for your sensitive skin, underscoring Luxiora's motto that beauty and well-being can go hand in hand.

Innovation & Sustainability: The Heart of Every Collection

Luxiora's rapid growth is anchored in continuous innovation. The brand's research and development team works tirelessly to craft unique formulations, ensuring each collection delivers not only on trend but on performance.

Its best seller collections, such as Everyday Luxe Kit and Lip and Cheek tint exemplify the brand's ability to blend long-lasting color with intensive care. Thus, helping users embrace bold looks without compromise.

Luxiora's signature Lip & Cheek Tint has sold over 100,000 units within its first year, driven by word-of-mouth and digital-first marketing—an achievement that highlights the brand's growing popularity and customer trust.

Sustainability remains a cornerstone of Luxiora's philosophy. Zainab Shaikh's leadership has steered the brand towards responsible sourcing, minimal environmental impact, and transparency in ingredient disclosure. Packaging choices prioritize recyclability, and operations are regularly assessed to reduce the brand's ecological footprint. This dedication echoes through Luxiora's loyal customer base, with many choosing the brand for its honest practices and eco-conscious ethos.

Customer-Centricity & Recognition

Success at Luxiora is measured by more than just sales. The brand's reputation is built on listening to customers, incorporating their feedback into product design, and always striving for greater inclusivity. From offering a diverse shade spectrum to introducing limited-edition mini lipstick kits for increased accessibility, Luxiora ensures everyone finds a product that celebrates their individuality.

This client-focused approach has not gone unnoticed. Accolades and industry recognition have followed, acknowledging Luxiora's trailblazing spirit in the Indian cosmetics scene. While every customer testimonial stands as a testament, the brand also takes pride in prestigious awards that mark its progress from a startup to a household name.

Looking Forward: Zainab Shaikh's Enduring Vision

As Luxiora forges ahead, Zainab Shaikh's dedication guides its journey. With every new product, campaign, and customer interaction, the brand renews its pledge to ethical beauty, innovation, and a positive impact in the lives it touches. Luxiora's story is more than just a tale of market success—it's a movement showing that value-driven entrepreneurship can transform an entire industry.

For further information, interviews, or partnership opportunities, please visit www.luxioracosmetics.com.

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