

A New Era of Luxury Beauty: KOA Luxury Cosmetics Launches in India

Top-Grade Ingredients. Pure Luxury. Real Results.

Luxury can be Smart. Choose Both



Luxury isn't just feeling, it's performance. **KOA** brings to you indulgence with potent formulations. Crafted for results you can see and feel. Because smart choices should still feel Luxurious.



Hyderabad, Telangana Aug 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - The luxury beauty segment in India has a bold new arrival. KOA Luxury Cosmetics has officially launched, bringing its D2C collection of high-performance skincare and haircare designed for those who demand indulgence and proven results in equal measure.

About KOA: Founded by passionate connoisseurs of rare botanicals and potent actives, KOA draws its name from the Hawaiian word “KOA,” symbolising strength and exotic beauty. The brand was born from a singular belief: the finest ingredients from around the world deserve a place in everyday beauty rituals and deliver exceptional scientifically proven results for consumers.

The Launch Collection

KOA’s debut range introduces three signature skincare essentials—Morning Brilliance Day Cream, Night Restore Night Cream, and Sunsmart Tinted Moisturizer—and one Hair care product, Hair Elixir. Each product is crafted diligently to address the consumer concerns by blending sensorial indulgence with performance, turning daily application into a moment of luxury.

Top-Grade Ingredients, Globally Sourced

Each KOA formula is powered by top-grade botanicals and potent actives handpicked from across the globe. From hydrating Hyaluronic acid to nourishing ingredients like Gotu Kola, Ginseng, Licorice root, Saffron extract, Bearberry, Witch hazel, Chamomile flower and many others, they are chosen for their purity, potency, and proven efficacy, not for passing trends. KOA combines nature’s most powerful naturals like Root Biotin, Plant Keratin, Avocado, Argan, Rosemary, Batana, Black Seed oil and many others, with cutting-edge scientific formulation to deliver visible transformations.

Proven Through Consumer Trials

In a category often dominated by lofty promises, KOA backs its claims with proof. Every product has been In-Vitro tested and has undergone extensive Consumer Acceptance tests to validate its performance across various skin and hair concerns, confirming KOA’s position as a results-driven luxury brand.

Luxury with Zero Nasties

KOA is committed to clean, conscious beauty. All formulations are free from toxins, parabens, sulfates, and synthetic fragrances and are 100% cruelty-free. This “Zero Nasties” approach ensures that every drop is as safe as it is effective in our eco-friendly packaging, offering customers a guilt-free indulgence they can trust.

Looking Ahead

With its India debut, KOA aims to redefine the way luxury beauty is experienced—not as a privilege for a few, but as a performance-backed indulgence for everyone who values both elegance and efficacy.

KOA Luxury Cosmetics is *now available online* at www.koaluxury.com and on www.amazon.in, inviting beauty enthusiasts to discover Pure Luxury. Real Results.

Follow us on Instagram: @koa_luxury | Facebook: @koaluxuryfb | LinkedIn: @koa-luxury

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