Two Homegrown Coimbatore Brands Join Forces to Create a Culture-Led Beauty Collaboration

Inspired by South India's most loved classics, the collaboration introduces Rose Milk and Filter Kaapi Lip Balms rooted in nostalgia and modern skincare.



Coimbatore, Tamil Nadu Jan 22, 2026 (Issuewire.com) - Vilvah and Annapoorna Unite in an Iconic Coimbatore Collaboration, Blending Culinary Heritage with Conscious Skincare

Two of Coimbatore's most iconic homegrown brands - **Vilvah**, a pioneer in clean, ingredient-first skincare, and **Annapoorna**, a legendary name synonymous with authentic South Indian food - have come together in a first-of-its-kind collaboration that celebrates culture, nostalgia, and innovation.

The collaboration introduces two unique lip care products inspired by beloved South Indian flavours: **Rose Milk Lip Balm** and **Filter Kaapi Lip Balm**. Rooted in tradition and reimagined through modern,

conscious skincare, these launches mark a thoughtful convergence of food heritage and beauty science.

For decades, Annapoorna has been an integral part of Coimbatore's culinary identity, known for preserving authentic flavours and timeless recipes. Vilvah, on the other hand, has built a strong reputation for transparent, toxin-free skincare made with purpose and integrity. Together, the brands bring to life a collaboration that pays homage to local culture while resonating with a new generation of mindful consumers.

The **Rose Milk Lip Balm** draws inspiration from the classic South Indian refreshment - soft, soothing, and nostalgic - while delivering nourishment and hydration. The **Filter Kaapi Lip Balm** captures the essence of South India's iconic coffee ritual, blending warmth and comfort with effective lip care. Both products reflect Vilvah's clean formulation philosophy, paired with Annapoorna's deep-rooted culinary legacy.

"This collaboration is a celebration of Coimbatore itself," said a spokesperson from Vilvah. "By partnering with Annapoorna, we wanted to create something that feels familiar, emotional, and proudly local - while still staying true to our clean beauty values."

A representative from Annapoorna added, "Food is deeply emotional, and so are memories associated with it. Translating those flavours into a skincare experience with Vilvah felt like a natural extension of our brand story."

The Vilvah x Annapoorna collaboration stands as a testament to how regional brands can innovate meaningfully by staying rooted in their origins. More than just product launches, the lip balms represent shared values, craftsmanship, and the spirit of Coimbatore.

The **Rose Milk Lip Balm** and **Filter Kaapi Lip Balm** are now available through Vilvah's official platforms.

About Vilvah
Vilvah is a Coimbatore-based skincare brand known for its clean, transparent formulations and commitment to ethical, sustainable beauty. Built on the philosophy of "what you put on your skin matters," Vilvah focuses on minimal, effective ingredients and conscious production practices.

About Annapoorna
Annapoorna is one of Coimbatore's most iconic food brands, celebrated for its authentic South Indian cuisine and decades-long legacy. With a deep connection to tradition and taste, Annapoorna continues to be a cultural cornerstone in the city's culinary landscape.

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