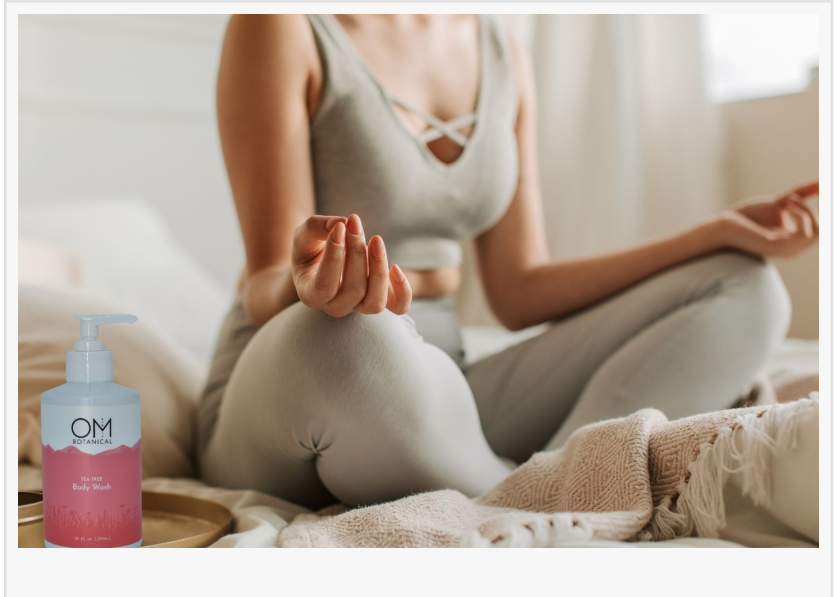


# Ayurvedic Organic Skincare Brand OM Botanical Now Becomes the Favorite of the Yoga Community

APEX, NC, UNITED STATES, September 25, 2025 /EINPresswire.com/ -- OM Botanical, the pioneering plant-based skincare company known for merging Ayurvedic wisdom with modern science, has quickly become the go-to skincare brand for yoga practitioners, instructors, and studio owners across the United States.

As yoga continues to expand beyond the mat into a holistic lifestyle movement, mindful consumers are seeking skincare products that align with their values of balance, purity, and sustainability. OM Botanical's tri-doshik, organic formulations—including its bestselling [Magnesium Body Lotion](#), [Tea Tree Body Wash](#), restorative face serums, nourishing masks, and peptide infused moisturizers—are being praised as the perfect post-yoga ritual for skin and body.



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We are honored that yoga studios and practitioners have embraced OM Botanical as part of their self-care practice.”

*Sudhir Shah*

“Yoga is about balance, harmony, and conscious living. Our skincare reflects the same philosophy—balancing Vata, Pitta, and Kapha doshas while using plant-based, food-grade ingredients,” said Sudhir Shah, Founder & CEO of OM Botanical. “We are honored that yoga studios and practitioners have embraced OM Botanical as part of their self-care practice.”

## Why Yogis Love OM Botanical

Tri-Doshik Skincare: Formulated to balance all three doshas—Vata, Pitta, and Kapha.

Post-Practice Support: Magnesium Body Lotion relaxes muscles after intense classes while soothing skin without sting or stickiness.

Mindful Cleansing: Tea Tree Body Wash detoxifies and refreshes without sulfates or harsh chemicals.

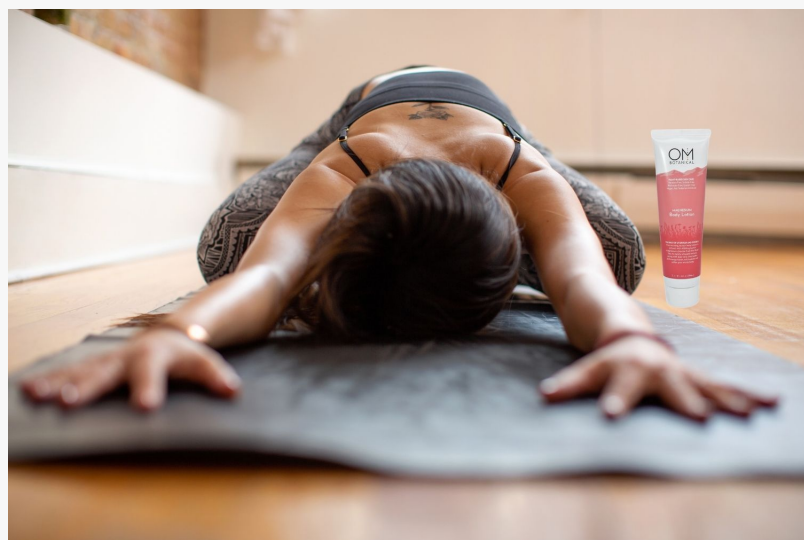
Holistic Rituals: Facial serums, masks, and [peptide moisturizers](#) restore hydration and vitality after hot yoga, Vinyasa flows, or restorative sessions.

Eco-Conscious & Ethical: Vegan, cruelty-free, reef-safe, and sustainably packaged in carbon neutral sugarcane tubes and glass.

Yoga studios across the country are already beginning to stock OM Botanical products on retail shelves, providing students with skincare that seamlessly integrates into their mind-body wellness routines.

#### About OM Botanical

Founded in Apex, NC, 15 years ago, OM Botanical is a plant-based, organic skincare brand inspired by Ayurveda and backed by modern science. Each product is formulated with full-spectrum herbal extracts, cold pressed therapeutic oils and food-grade botanicals, ensuring safety, efficacy, and sustainability. OM Botanical has earned a loyal following among health-conscious consumers, wellness practitioners, and now, the yoga community.



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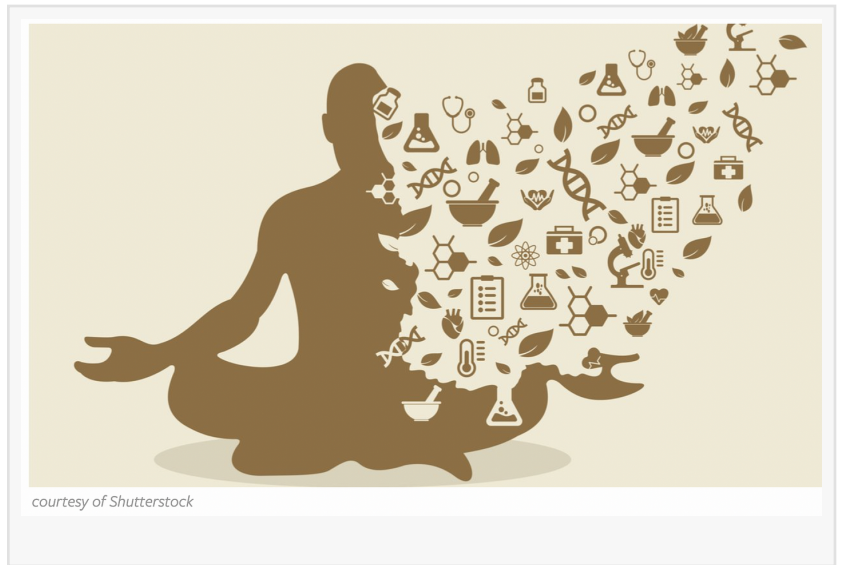
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