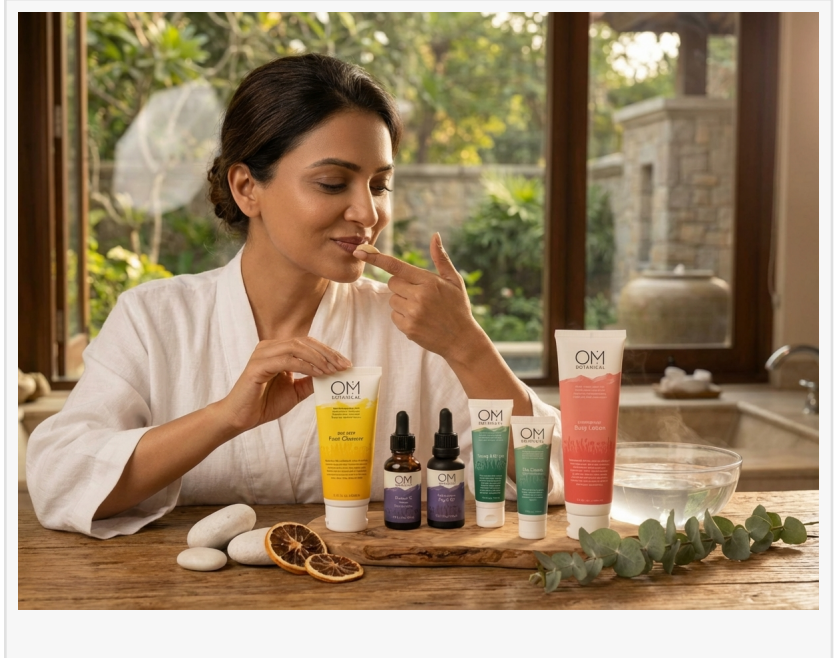


# OM Botanical Launches Their Food-Grade Skincare, Redefining Clean Beauty

*OM Botanical bridges the gap between Ayurvedic tradition and science, launching a line of food-grade, skincare that sets a new standard for ingredient purity.*

RALEIGH, NC, UNITED STATES, January 1, 2026 /EINPresswire.com/ -- OM Botanical, a leader in botanical biochemistry, announced today a significant expansion of its research-driven skincare line, setting a new benchmark for ingredient purity by achieving food-grade manufacturing standards. Under the direction of molecular biologist Sudhir Shah, the company is addressing the growing consumer and regulatory demand for clean beauty and non-toxic personal care through the integration of ancient Ayurvedic principles and modern biotechnology.



“

We're not choosing between ancient wisdom and modern science, we're proving they were always meant to work together.”

*Sudhir Shah*

As the global beauty products market shifts toward microbiome-friendly skincare formulations, OM Botanical's recent developments represent a move away from the synthetic isolates and harsh preservatives that dominate the conventional market. By prioritizing biocompatibility and transdermal delivery, the company is providing a scientific framework for natural skincare that rivals the efficacy of traditional pharmaceutical approaches.

"The industry is at a crossroads where consumers no longer accept the trade-off between safety and results," stated Sudhir Shah, founder and lead researcher at OM Botanical. "Our focus is on bioavailability, ensuring that plant-derived compounds are not only pure enough to be food-grade but are also structurally capable of supporting the skin's natural regenerative processes."

## Scientific Innovation: Beyond Synthetic Isolates

OM Botanical's proprietary processes focus on natural synergy, a concept grounded in the belief that whole-plant extracts are safer and more effective than isolated active molecules. This "full-spectrum" approach ensures that secondary metabolites, which are often lost in high-heat chemical processing—remain intact to stabilize and enhance the primary active ingredients.

Key technical pillars of the OM Botanical formulation process include:

**Microbiome Modulation:** Formulations are specifically engineered to preserve the acid mantle and the skin's delicate bacterial ecosystem, avoiding the use of phenoxyethanol and synthetic alcohols.

**Phyto-Exosomal Technology:** Utilizing plant-derived exosomes as natural signaling molecules to facilitate deep-tissue hydration and cellular repair.

### Natural Retinol Alternatives:

Integrating Bakuchiol and other botanical vitamins to provide anti-aging benefits without the inflammation or photosensitivity associated with synthetic retinoids.

**Advanced Humectants:** Replacing synthetic silicones with [Tremella mushroom](#) extract, a bio-polymer capable of holding significantly more moisture than hyaluronic acid.

Market Positioning and Consumer



## Safety

The transition to [food-grade skincare](#) is a direct response to the increasing body of research regarding the skin-gut axis and the systemic absorption of topical chemicals. By adhering to these standards, OM Botanical eliminates common industry irritants such as parabens, sulfates, and artificial fragrances, which are increasingly scrutinized for their roles as potential endocrine disruptors.

This scientific rigor has positioned the brand as a key player in the holistic wellness and professional skincare sectors, catering to a demographic that demands clinical-level results from unprocessed, plant-based sources.



## Environmental Stewardship and ESG Goals

Integral to the company's expansion is a reinforced commitment to Environmental, Social, and Governance (ESG) principles. OM Botanical's "one tree planted per product" initiative and its use of sustainable packaging reflect a circular business model. The brand's focus on biodegradable skincare ensures that the lifecycle of the product—from extraction to water-system runoff—remains ecologically neutral.

## About OM Botanical

Based in Apex, North Carolina, OM Botanical is a pioneer in the "Safe Enough to Eat" food-grade skincare movement. Founded by a molecular biologist, the company specializes in the convergence of Ayurvedic medicine and biochemical engineering. OM Botanical's mission is to provide full-spectrum, microbiome-safe solutions that promote long-term skin health.

For more information on their latest research or to view the full ingredient transparency report, visit <https://ombotanical.com>.

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