

A woman with dark hair, looking upwards and to the right with a slight smile. She is holding a large, light-colored flower in her hand. The background is a soft, out-of-focus grey.

# YOSA

**Meaning:** Coinage from Sanskrit 'yos' meaning 'health'.  
The name connotes natural beauty formulas that are  
scientifically proven to have a positive effect.  
The sound is short and modern.



# Maadi

**Meaning:** Coinage from Sanskrit 'unmaad' meaning 'bloom'.  
The name connotes the blossoming of wellness.  
The sound is short and global.



# BODHEAN

**Meaning:** Coinage from Sanskrit 'bodha' meaning 'bloom'.  
The name connotes the blossoming of wellness. The sound is global.



# ZUMIURA

**Meaning:** Sanskrit for 'root'. The name conveys how the brand is built on sound Ayurvedic beauty principles, using fresh herbs. The sound is Asian.



# Nijeh

**Meaning:** Coinage from Sanskrit 'nija' meaning 'innate', 'native'.  
The name references the specialised local focus of the brand and its ability to  
nourish from the inside out. The sound is short and global.





# Sammaake

**Meaning:** Coinage from Sinhalese 'sama' meaning 'skin'.

The name connotes the scientifically-proven ability of fresh herbs to reveal natural beauty. The sound is global.

A close-up, monochromatic photograph of a woman's face, looking directly at the camera. Her right hand is raised to her chin. The right side of the image is filled with a cluster of small, light-colored flowers. The overall tone is soft and elegant.

# Swaan

**Meaning:** Coinage of Sinhalese 'alankara' meaning 'beautiful'.

The name connotes indigenous formulations of natural beauty and wellness. The sound is Asian-contemporary.



A collection of natural ingredients including dried herbs, flowers, and essential oil bottles. The scene is set against a dark, muted background. In the center, the word "Swariri" is written in a large, elegant, gold-colored serif font. Surrounding the text are various botanical elements: a large bouquet of small white flowers in a glass jar, several small glass bottles with black caps and droppers, a white mortar and pestle containing dried sticks, a white bowl filled with small dried seeds or grains, and scattered dried herbs and flowers. The overall aesthetic is clean, natural, and sophisticated.

# Swariri

**Meaning:** Coinage from Sinhalese 'sundari' meaning 'lovely'.  
The name connotes the effect of chemical-free,  
herb-induced wellness. The sound is Asian-contemporary.





# Oovi

**Meaning:** Coinage from Sinhalese 'vindana' meaning 'feeling'.  
The name conveys how the brand triggers a vivid feeling  
of blossoming beauty with every use of its products.  
The sound is Asian-contemporary.



# ZIKHAZ

**Meaning:** Coinage from Sanskrit 'zikha' meaning 'root'.  
The name conveys how Ayurvedically-formulated fresh  
herbal ingredients are the root of natural wellness.  
The sound is Asian-contemporary.





# Pahat

**Meaning:** Coinage from Sinhalese 'pahapath' meaning 'clean'.  
The name conveys how scientifically-proven natural  
wellness solutions have a gentle cleansing effect.  
The sound is global.

# SUMAY

**Meaning:** Pronounced 'soo-may'. Coinage from Sinhalese 'siumali' meaning 'soft'. The name conveys how a regimen of chemical-free, herb-based natural wellness works gently to soothe body and mind. The sound is short and Asian-contemporary.



# Parive

**Meaning:** Coinage from Sinhalese 'Aparna' meaning 'beautiful goddess'.  
The name promises a supremely transformative natural beauty  
experience. The sound is Euro-international.

A dandelion seed head is shown in grayscale, with a magnifying glass held over it. The background is dark, and the overall composition is centered around the dandelion and the magnifying glass. The word "Ensa" is written in a large, bold, yellow font across the middle of the image.

# Ensa

**Meaning:** Coinage from Sinhalese 'swabha' meaning 'natural' and English prefix 'en' meaning 'to cause', 'to put into'. The name connotes how fresh and natural active ingredients are the reason for natural wellness.

The sound is global.





# Vinavia

**Meaning:** Coinage from Sinhalese 'vinivida' meaning 'transparent'. The name connotes how the brand centres itself on chemical-free, herbal formulas. The products have a clarifying, nourishing effect on the system from the inside out. The sound is international.