# SEREKO celebrates two years of pioneering psychodermatology skincare in India



New Delhi, June 6th, 2025 – SEREKO, India's pioneering psychodermatology skincare brand, is marking its second anniversary this month with a celebration that reflects both its revolutionary approach and thriving presence in a competitive market. Emerging at a time when consumers are increasingly aware of the psychological aspects of skincare, SEREKO has positioned itself as a disruptor, emphasising the essential relationship between mental well-being and skin health.

Founded by Malvika Jain, the brand was inspired by a personal experience that highlighted the link between stress and skin conditions. Witnessing her loved one’s skin improve following anxiety treatment, she recognised the need for products that address not just symptoms but root causes of skin issues. SEREKO's philosophy centres around this concept, rooted in the emerging field of psychodermatology, which correlates psychological factors with dermatological health. This innovative approach has positioned the brand as a leader in a largely untapped market, where traditional skincare often neglects the mental dimension.

Each SEREKO product, crafted to embody this holistic mindset, is powered by the proprietary NeuroCalm® formula, developed over two years to offer both calm and effective skincare solutions. The brand’s offerings include unique items such as the Calming Gel Pen and Calming Candy Tabs, designed to alleviate stress while promoting healthier skin. In the fiscal year 2023-24 alone, SEREKO generated an impressive ₹2.7 crore in sales and plans to further expand its range and market presence, hinting at an ambitious trajectory for the coming years.

In celebration of its second year, SEREKO has introduced its largest sale yet, running from June 5th to 8th, featuring discounts of up to 25% on skincare bundles and special gifts for purchases over certain amounts. This promotional strategy underlines the brand’s rapid growth, with over 75,000 users and more than 100,000 units sold to date. SEREKO's recognition in the industry is further evidenced by accolades such as IREC x D2C Debutant Brand of the Year and finalist status for the Nykaa & NIV Beauty & You Awards.

SEREKO's presence is felt across numerous online marketplaces, including Nykaa, Amazon, and Blinkit, indicating its commitment to accessibility in a crowded retail environment. Moreover, the brand is poised to diversify its portfolio by venturing into body care later this year, reinforcing its dedication to a comprehensive approach to personal care. Beyond products, SEREKO's ethos is anchored in community initiatives focusing on mental health awareness and access to therapeutic resources, underscoring a commitment that goes beyond mere skincare.

As psychodermatology continues to gain traction globally, SEREKO stands at the forefront of this movement in India, demonstrating that true beauty is born from a balanced mind. The brand’s success is not just about offering effective skincare but also about fostering a broader cultural recognition of the mind-skin connection. Over these first two transformative years, SEREKO has not only redefined skincare expectations but has also established itself as a mentor in holistic well-being.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.passionateinmarketing.com/sereko-celebrates-two-years-of-disrupting-indian-beauty-norms/), [[6]](https://www.cosmopolitan.in/beauty/features/story/5-indie-brands-that-are-taking-over-the-beauty-market-1116265-2024-11-05)
* Paragraph 2 – [[1]](https://www.passionateinmarketing.com/sereko-celebrates-two-years-of-disrupting-indian-beauty-norms/), [[2]](https://www.indiaretailing.com/2025/03/14/how-sereko-is-carving-a-niche-in-indian-skincare-market-with-psychodermatology/), [[3]](https://www.financialexpress.com/life/going-beyond-3-step-skincare-routine-heres-why-its-not-just-beauty-products-understanding-skin-mind-connection-3384951/), [[5]](https://neosciencehub.com/indias-instant-wellness-wave-dynamic-entrepreneurs-leading-the-charge/)
* Paragraph 3 – [[1]](https://www.passionateinmarketing.com/sereko-celebrates-two-years-of-disrupting-indian-beauty-norms/), [[2]](https://www.indiaretailing.com/2025/03/14/how-sereko-is-carving-a-niche-in-indian-skincare-market-with-psychodermatology/), [[5]](https://neosciencehub.com/indias-instant-wellness-wave-dynamic-entrepreneurs-leading-the-charge/), [[6]](https://www.cosmopolitan.in/beauty/features/story/5-indie-brands-that-are-taking-over-the-beauty-market-1116265-2024-11-05)
* Paragraph 4 – [[6]](https://www.cosmopolitan.in/beauty/features/story/5-indie-brands-that-are-taking-over-the-beauty-market-1116265-2024-11-05), [[7]](https://www.adgully.com/filter-coffee-co-wins-digital-mandate-for-sereko-134213.html)
* Paragraph 5 – [[1]](https://www.passionateinmarketing.com/sereko-celebrates-two-years-of-disrupting-indian-beauty-norms/), [[5]](https://neosciencehub.com/indias-instant-wellness-wave-dynamic-entrepreneurs-leading-the-charge/), [[2]](https://www.indiaretailing.com/2025/03/14/how-sereko-is-carving-a-niche-in-indian-skincare-market-with-psychodermatology/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.passionateinmarketing.com/sereko-celebrates-two-years-of-disrupting-indian-beauty-norms/> - Please view link - unable to able to access data
2. <https://www.indiaretailing.com/2025/03/14/how-sereko-is-carving-a-niche-in-indian-skincare-market-with-psychodermatology/> - Sereko, founded by Malvika Jain in 2023, is India's first psychodermatology skincare brand. The brand focuses on the connection between mental well-being and skin health, offering plant-based products like the Calming Gel Pen and Calming Candy Tabs. In the fiscal year 2023-24, Sereko achieved sales of ₹2.7 crore and plans to expand its product range and market presence in the coming year.
3. <https://www.financialexpress.com/life/going-beyond-3-step-skincare-routine-heres-why-its-not-just-beauty-products-understanding-skin-mind-connection-3384951/> - Psychodermatology examines the link between psychological factors and skin health. Sereko, launched in June 2024, is India's first psychodermatology brand, offering products like NeuroCalm (I) for oral use and NeuroCalm (S) for topical application. These formulations aim to balance gut health, promote healthy skin, and reduce signs of aging by addressing stress and anxiety.
4. <https://www.amazon.in/Sereko-Sunscreen-Hydration-Absorbing-Protection/dp/B0D26D3T29> - Sereko's Sunscreen SPF 50 PA++++ Creme Gel provides 24-hour hydration, quick absorption, and non-greasy protection against UVA, UVB, and blue light. Suitable for all skin types, it is part of Sereko's range that integrates psychodermatology principles to address the impact of stress on skin health.
5. <https://neosciencehub.com/indias-instant-wellness-wave-dynamic-entrepreneurs-leading-the-charge/> - Psychodermatology, the study of the interaction between psychological factors and skin health, is gaining traction globally. Sereko is at the forefront of this movement in India, offering products formulated with natural ingredients like wild indigo and basil oil. Their signature offerings include the calming candy tablets and the calming gel pen, designed to alleviate stress and improve skin health.
6. <https://www.cosmopolitan.in/beauty/features/story/5-indie-brands-that-are-taking-over-the-beauty-market-1116265-2024-11-05> - Sereko, rooted in psychodermatology, understands the link between psychological concerns and skin health. With India being the stress capital of the world, Sereko leads the skincare revolution. Their patent-pending NeuroCalm®️ formula is clinically proven to reduce stress and boost serotonin, tackling both the symptoms and causes of skin issues.
7. <https://www.adgully.com/filter-coffee-co-wins-digital-mandate-for-sereko-134213.html> - Filter Coffee Co, a leading digital marketing agency, has partnered with Sereko, a trailblazing brand in psychodermatology. Sereko offers innovative solutions that not only heal the skin but also nurture the mind, revolutionizing the skincare industry with its holistic approach to radiant and healthy skin.