

Auroma International, Inc.: Importing Fine Products From India

While Auroma International, Inc. is not well-known as a company, our brands are very well-known and distributed widely throughout the natural products industry.

AUROSHIKHA™

True to Nature™ Incense



AUROSHIKHA TRUE TO NATURE INCENSE: Auroshikha was started as a cottage industry at Auroville, the city of human unity being built in South India, in the early 1970's and has been imported into the USA since 1974. In 1978 Auroma International was started as a collaboration between the USA distributor and the Canadian distributor of this brand, which revived the ancient art of incense-making and provided high quality employment to villagers in the environs of Auroville. In addition to paying far better than the prevailing wage at the time, the Auroshikha project provided a health clinic and school for the villagers. Today Auroshikha continues its commitment to the production of high quality incense using essential oils and herbal powders, hand rolled in the ancient method. Auroshikha also supplies several other ranges of incense products including the Traditional Fragrance line focused on ancient formulations made with the hand-rolled Masala method and the Classic Marbled Packaging which uses marbled paper for packaging the fine incense products, the original packaging developed by Auroshikha as a distinctive look over 40 years ago.



CHANDRIKA AYURVEDIC SOAP: Chandrika Soap began more than 50 years ago as a specialty ayurvedic soap manufacturer utilizing a vegetable oil base, essential oils to provide the fragrance, and containing no animal source ingredients. Chandrika over the years has become one of the most popular bar soap products in the natural products industry in the USA and is found on store shelves everywhere in the country. Several years ago the new Chandrika Sandal Soap was introduced and it now is quickly increasing its sales providing a choice to consumers of the original Chandrika or the Sandal Soap.