

From Defence to Derma: Vikash Kumar's Mission to Protect Indian Skin with ÉPURE DERMA

Category: Business

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ÉPURE DERMA[®]
THE SKIN SCIENCE

Some missions never end – they simply change form. For Vikash Kumar, protection has always been a duty. After serving in the Indian Navy, where guarding the nation's borders requires discipline, anticipation, and precision, Kumar took another mission – protecting human skin, the body's largest and most exposed organ.



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Vikash Kumar, Founder and Chairman, Épure Global Pvt. Ltd.

Just as borders shield a nation from external threats, skin acts as the body's first line of defence against pollution, UV exposure, climate stress, and daily damage. This understanding became the foundation of ÉPURE DERMA, a multi-tasking high efficacy skincare brand.

"In defence, protection is not reactive – it is preventive and structured. Skincare should work the same way. You must strengthen the barrier while correcting damage," said **Vikash Kumar, Founder and Chairman, Épure Global Pvt. Ltd.**

Protect, Strengthen, Correct: A Defence-Led Skin Philosophy

ÉPURE DERMA is built on the belief that skin health cannot rely on correction alone. The brand focuses on strengthening the skin barrier while simultaneously correcting visible concerns, ensuring long-term skin resilience rather than short-term cosmetic fixes.

Rejecting overly complicated routines, ÉPURE DERMA promotes less but effective skincare – simple, easy-to-follow steps powered by multitasking formulations that deliver results without overwhelming the skin.

This disciplined approach mirrors Kumar's defence background: every product has a clear purpose, and nothing is unnecessary.

Powerful Ingredients. Thoughtful Formulation. Real Results

Every ÉPURE DERMA product is created with intention. No fillers. No unnecessary complexity. Only clinically proven, globally trusted ingredients that work in harmony with the skin.

From cleansers and toners to serums, moisturisers, and sunscreens, each product is designed to do more with less, reducing the need for excessive layering.

The Moment That Defines Success

For Vikash Kumar, the most powerful feedback isn't a review or rating – it's a quiet moment at a store counter.

“Nothing feels better than when a customer comes back with an empty tube and asks for the same product again. That's when you know it wasn't just bought – it was completely used, trusted, and needed.”

Since launch, ÉPURE DERMA has built a loyal base of strong repeat users, driven by visible results, skin comfort, and routines that people actually stick to.

Growing Through Trust, Not Hype

ÉPURE DERMA is available across Nykaa, Amazon, Flipkart, its official website www.epurederma.com, and 200+ beauty retail stores across India. The brand has also reached customers in multiple countries through online platforms, as it prepares for deeper international expansion.

Its growth has been organic – powered not by loud promises, but by quiet confidence and returning customers.

ÉPURE DERMA: Skincare That Stays with You

Founded by an ex-Indian Navy officer, ÉPURE DERMA is more than a skincare brand – it is a promise to protect, strengthen, and respect skin. Built on discipline, science, and trust, the brand believes the best skincare isn't the one you try once, but the one you finish and buy again.

