

Tatcha: Elevating Skincare Through Tradition, Science and Sustainability

By Madison Jordan

March 6, 2025

Professor Jessie Tobin



Tatcha Skincare Brand Report

Tatcha is a luxury skincare company that began in 2009. The focus of this brand is on Japanese beauty rituals. Tatcha is known as a clean brand with high-quality and natural ingredients found in all Tatcha products. Traditional skin care and modern science come together, making a reliable and effective skin care brand. Founder Vivky Tsai personally founded this brand after visiting Japan and learning the traditional Japanese beauty rituals that she has now made her own business from, raising awareness of Japanese culture, especially around skincare.

After Tsai had entered the corporate world, her skin started to break out due to stress. Painful reactions of irritation, redness, inflammation, and more. While trying to fix her skin issues within the U.S., she decided she would rather take a trip to relieve some of her stress in Kyoto, Japan. On this trip, she was introduced to traditional Japanese beauty. Ingredients like rice, green tea, and algae were simple yet so effective. Her skin began to heal, and Tsai returned to the U.S. with a passion for creating a natural skincare brand. One morning, she said, “I choose happiness” ([Tsai, 2025](#))

The slogan for Tatcha is “beauty through simplicity,” inspired by centuries-old beauty rituals. The idea was to make a brand that includes tranquility, like the experience she had in Japan. The name Tatcha comes from two Japanese words. Tachi means “standing” or “rise,” while “cha” means tea. Tea in Japanese culture is associated with beauty and mindfulness. Tatcha is representing the rise of beauty.

Skincare such as cleansers, exfoliators, moisturizers, essences and serums, eye care, lip care, and face sprays and masks. These products have glowy and dewy effects, making them appear shiny on the skin, as they are very nourishing. Tatcha’s mission is to celebrate and share beauty rituals. The logo is connected to Japanese heritage as well. It is the stylized “T” that resembles the traditional Japanese seal or mon (cross), which is a symbol used to represent family lineage and identity. Tatcha’s symbol is a sense of honoring traditions and beauty rituals.

Tatcha skin care's primary audience is the upper-middle class or higher, typically women ages 25-45 who are investing in premium products with natural ingredients. This audience focuses on quality

over quantity, preferring high-performing products. Substantial practices are known from this brand. Responsible sourcing and eco-friendly packaging are also things that someone with upper-middle-class or higher can afford. “Tatcha feels luxurious in their marketing and gives an air of affluence” ([Ramp, 2023](#)). These individuals enjoy social media, wellness, and sophisticated products.

One of the unique selling points is the focus on hydration. Many of Tatcha’s products are centered around hydration and often leave the skin feeling dewy, hydrated, and radiant, which is a hallmark of Japanese skincare. This hydration comes from gentle and nontoxic ingredients. Free from chemicals, parabens, sulfates, and artificial fragrances, these products are unique. Not only are these products free of the harmful chemicals, but they are also infused with natural remedies that have been seen to work. Due to these ingredients, this brand is one of the best for sensitive skin. “This is the first Tatcha skincare product I ever bought in New York, and when I got to the bottom of the pot, months later, I felt bereft. I started using it because no moisturizer could quench my thirsty, flaky, winter skin. Happily, this worked out instantly. Not only does it make your skin feel incredible (soft, hydrated, and smooth), but it makes it gleam – perfect if you’re into dewy, glassy skin trends. Better yet, it’s non-comedogenic (less likely to clog pores)” ([Kilkita, 2023](#))

Tatcha’s market is one that has been doing well for a while, which is why I chose this brand. Not only is it luxurious, it is also clean and has customers coming back for more. Why is this? Let’s take a look at their market. The United States sales are the highest, making up for 79% of sales, with Canada second, followed by the U.K., Australia, and France, making all a little over 2%. In January 2025, tatcha.com ranked 118 in the Beauty and Cosmetic category in the U.S. with a total of 751.6K visits. ([Similarweb, 2025](#))

Competitors of Tatcha include other luxury skin care brands that focus on the same things they do- natural ingredients and science with high-quality ingredients. These include Sunday Riley, a skincare brand focused on science-based products and sustainability. These ingredients are more based on vitamins but overlap with Tatcha’s antioxidant and natural ingredients. “...this serum is formulated with phytosterols, AKA plant sterols, which help reduce skin sensitivity and redness, as well as scaccide

isomerate extract to reduce the size of pores and reinforce the skin's moisture barrier.” ([Knappenberger, 2023](#))

A campaign that gained attention was “The Mind-Skin Connection” which comes from the Japanese saying “hinou sonkon,” which means “skin-mind same root,” which is ultimately true, due to our skin and brain developing along the same stem cell line so that our skin both affects and reflects our mental state. “The study suggests holistic solutions that consider both skin and mind, such as meditation, breathwork, and mindfulness practices.” ([May, 2022](#)) Tatcha has an asset explaining this campaign with a 5-step process of relaxation through the skin care routine. The first step is step 0 and ultimately the most important- starting from a place of presence.

By taking a moment to breathe and connect with the present. The following steps go through Tatcha's products in the order of a routine. Following each step is an intention or thought of settling bad thoughts and uplifting good ones. “While you lift away tired skin cells and renew a fresh, renewed skin surface, think of starting anew. Perhaps there were things you would have done differently today but you can always begin again” These slides are details of this study, as well as an actual study done after “50 participants completed each step with to monitor electrical activity in the brain, focusing on theta waves to evaluate stress levels, and alpha waves to measure relaxation levels throughout the ritual.” ([Tatcha, 2022](#)) After one session, 74% had increased relaxation and 28% reduction in mental stress, and after 5 days, 83% increase in relaxation while 28% decrease in cognitive load.

Tatcha's messaging is very similar to this campaign and ties in with it. Lots of messaging is focused on rituals, with images that are calming. The use of consistent color throughout their socials is seen throughout all socials. The aesthetic consistency is elegance, with sophisticated colors: white, lavender, and gold. The messaging is centered around skin positivity, showing many skin textures and tones. This message explains why sensitive skin users can use these products by following some posts with results from using Tatcha products. There is also an element of transparency that this brand does a very good job at. Tatcha is transparent about the natural elements that go into the product and what skin issues this helps address.

The brand identity is empowerment and education of skincare. Tatcha's socials are also a hub for educational tips on their products. They share ingredient breakdowns and how-to guides to showcase products and be transparent as to why the ingredients work.

The strengths of Tatcha include consistent messaging and color schemes. This is shown across not only socials but in person, too. All of the Tatcha sections at beauty stores are set the same way, with the same branded colors. Brand consistency like this leads to brand identification by people, helping build an audience. The heritage is strong, and storytelling is also an element of advertising used. The packaging is sleek and is similar to other Japanese skincare packaging, benefiting from this heritage element. Strong brand loyalty is another strength.

A weakness of Tatcha skin care from real user complaints. "I tried the dewey skin cream and the first 1-2 weeks no issues, now I am red, tiny red dots all over my face big plump pimples, etc." ([Sephora, 2025](#)) When reading further into these comments, a lot of them had reactions to Tatcha products. Many of those who had reactions reported it may be from the slight fragrances used in the products. Although Tatcha has many benefits, one of the weaknesses is the fragrances. Being a clean brand typically involves minimal to no fragrance. Tatcha has fragrances associated with the product (the water cream smells light, beachy) and this is a big weakness as many users who struggle with sensitive skin and think they found the luxury fix, are disappointed when reactions occur.

The opportunities Tatcha has include expanding its skincare for a wider variety of skin types. This brand focuses a lot on sensitive skin and calming products; they could use an acne line. Another opportunity would be to make a line for a younger audience focused on youth skin. Partnerships with wellness brands such as yoga, tea, or essential oils brands could benefit both brands. As this brand does have stores open globally, expansion could be made.

Threats to Tatcha include intense competition. This competition is in two categories: luxury and affordable. Luxury brands that are threats include Drunk Elephant, La Mer, Sunday Riley, and Esda

Later. Affordable brands are also a threat as many do not believe in purchasing luxury skincare; that is where our threats become affordable skincare such as CereVe, The Ordinary, and Neutrogena.

A short-term tactic could be making a face mask with a roller set. It could be titled “roll it all out” and tied into the skin-min connection campaign. The facemask would have intentions when applying, like rewinding every section of your face for a day of the week. Starting with your forehead being Monday, apply clockwise and think of your intentions for every day that week. When the mask has dried and washed off, users can then use the roller to roll out their faces post-mask and think of how they will roll out the day with these intentions.

A long-term tactic for Tatcha could be entering a new market. Places like Asia and the Middle East have good potential for luxury skin care buyers. Luxury skincare is big in the U.S., but with the rituals of Japanese culture, this product would be interesting to this culture. Localization would need to be present here, meaning language would need to be switched to the speakers of that region. This would help diversify users and reduce dependence on a few regions. Tatcha expanding its market would benefit sales and brand identity.

In conclusion, Tatcha is a luxury skincare brand that blends traditional Japanese culture with modern science. The focus of clean and high-quality skincare founded by Vicky Tsai has a strong presence of natural ingredients and deep hydration within all products, and sustainability has made this brand a well-known luxury brand. However, this brand faces challenges like sensitive skin reactions and fierce competition. This brand can use tactics, both long and short, to expand by expanding its market and skin issue-specific products. its strong heritage and commitment to quality, Tatcha has the potential to continue growing and solidifying its place as a leader in the luxury skincare industry.

References:

- Katie. (2022, July 2). Re: Tatcha problems?!. Sephora Community.
<https://community.sephora.com/t5/Skincare-Aware/Tatcha-Problems/m-p/6215677>
- Kilikita, J. (2023, March). I Tried £466 Worth Of Tatcha Skincare & Here's What's Worth It. REFINERY29. 2025, <https://www.refinery29.com/en-gb/tatcha-skincare-uk-review>
- Knappenberger, B. (2023, August 8). Sunday riley's vitamin C serum faded my acne scars in Weeks. Marie Claire Magazine.
<https://www.marieclaire.com/beauty/sunday-riley-ceo-vitamin-c-serum-review/>
- May, A. (2022). Tatcha study outlines how “mindful” skin care rituals can improve mental wellbeing. Cosmetics Business.
<https://cosmeticsbusiness.com/tatcha-study-outlines-how-mindful-skin-care-rituals-can-improve-mental-wellbeing-204470>
- Ramy, H. (2023, October 30). Tatcha skincare ad campaign. Adrika Hoques ePortfolio.
<https://openlab.citytech.cuny.edu/adrikahoqueportfolio/tatcha-skincare-ad-campaign/>
- Tatcha. (2022). Harnessing the skin-mind connection . San Francisco, CA .
- tatcha.com Traffic Analytics, Ranking & Audience. Similarweb identity. (2022).
<https://account.similarweb.com/journey/quiz>
- Tatcha.com. (n.d.).
<https://www.tatcha.com/our-story.html?srsId=AfmBOorfCXtyDonqL0cB8yhnxtUzasAmn0Ku2wpB3ULVyGGxbH7wjdgM>