

HiKuna

PRODUCT CATALOG 2025



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HiKuna

(HI-RUNE-AH)



Marci Allen

CEO & Executive Creative Director
HiRuna Designs, LLC

HiRuna Designs brings creativity, originality, and the islands to the discerning buyer by providing safe personal care products formulated with sensitive skin in mind. Our handcrafted products are delivered with imagination, ingenuity, and the spirit of giving back.

HiRuna Designs' bath and body products are cruelty-free, vegan-friendly, and handmade. We handcraft and package each product in our Little Elm, Texas studio, using sustainable, clean, and certified cruelty-free ingredients.

As a black-owned Caribbean-inspired business, our mission is uncomplicated: to create thoughtful yet impactful skincare inspired by the islands of St. Vincent and The Grenadines with tantalizing scents, beautiful but uncomplicated design, and clean ingredients.

Skincare doesn't have to be boring; we take you on an experience with our products; in short, **"WE BRING THE CARIBBEAN TO YOU!"**



LIQUID HAND & BODY SOAP

LIQUID HAND & BODY SOAPS - 9 OZ.
\$7.50 (\$15.00 MSRP)

BEST
SELLER



PALM ISLAND

CUSTOMER
FAVORITE



THE GRENADINES

CUSTOMER
FAVORITE



FRANGIPANI



VINCY

BEST
SELLER



BLACK CORAL

BEST
SELLER



INDIAN BAY



BIRD OF PARADISE



AU NATURELLE
(UNSCENTED)



ARTISAN BAR SOAP

BAR SOAPS - 5 OZ.
\$4.50 (\$9.00 MSRP)

CUSTOMER
FAVORITE



PALM ISLAND



THE GRENADINES
+ activated charcoal

BEST
SELLER



FRANGIPANI



VINCY

BEST
SELLER



BLACK CORAL
+ activated charcoal

CUSTOMER
FAVORITE



INDIAN BAY
+ activated charcoal

BEST
SELLER



BIRD OF PARADISE



COCONUT CREAM
(UNSCENTED)



FOAMING SUGAR SCRUB

FOAMING SUGAR SCRUBS - 9 OZ.
\$9.00 (\$18.00 MSRP)

BEST
SELLER



PALM ISLAND

CUSTOMER
FAVORITE



THE GRENADINES

BEST
SELLER



FRANGIPANI



VINCY



BLACK CORAL
+ activated charcoal

BEST
SELLER



INDIAN BAY

CUSTOMER
FAVORITE



BIRD OF PARADISE



BODY BUTTERCREAM (LOTION)

BODY BUTTERCREAMS - 9 OZ.
\$10.00 (\$20.00 MSRP)



PALM ISLAND

CUSTOMER
FAVORITE



THE GRENADINES

CUSTOMER
FAVORITE



FRANGIPANI

BEST
SELLER



VINCY

BEST
SELLER



BLACK CORAL

BEST
SELLER



INDIAN BAY



BIRD OF PARADISE



FACE SERUM

BEARD & BODY OILS

BEST
SELLER



BLACK CORAL - BEARD OIL
2 OZ.
\$15.00 (\$30.00 MSRP)

CUSTOMER
FAVORITE



REJUVENATE - FACIAL SERUM
(UNSCENTED)
2 OZ.
\$15.00 (\$30.00 MSRP)

BEST
SELLER



LIQUID SUNSHINE - BODY OIL
(UNSCENTED)
8 OZ.
\$12.50 (\$25.00 MSRP)



STARTER PACKAGES & REFILL BAR



BEST SELLERS STARTER PACK

Bar Soap, Liquid Hand & Body Soap, Foaming Sugar Scrub, and Body Buttercream.

The Grenadines, Palm Island, Frangipani

- (x3 of ea scent) Liquid Hand & Body Soap
- (x4 of ea scent) Bar Soap
- (x3 of ea scent) Foaming Sugar Scrub
- (x3 of ea scent) Body Buttercream

Display: 17.25" H x 16" W x 19" L

BEST
SELLER



BAR SOAP STARTER PACK

48 bars of soap - 6 of each type:

- Vincy
- The Grenadines
- Palm Island
- Coconut Cream
- Indian Bay
- Black Coral
- Bird of Paradise
- Frangipani

Display: 17.25" H x 16" W x 19" L



EMPTY PRODUCT DISPLAY

3 Tier Empty HiRuna Designs
Counter Top Display Shelf

17.25" H x 16" W x 19" L



**REFILL BAR
CUSTOM PACKAGE**

REFILL BAR STARTER PACKAGE

1 gallon each of Body Buttercream, Liquid Soap, and Foaming Sugar Scrub in all fragrances. Includes 1 branded printed label for each item.

- Vincy
- The Grenadines
- Palm Island
- Indian Bay
- Black Coral
- Bird of Paradise
- Frangipani
- Au Naturele

Items come in bulk plastic jugs and buckets. Retailer is responsible for retail/display packaging.

REFILL BAR CUSTOM PACKAGE

Refill bar starter package PLUS sourcing of retail packaging.

Pricing is custom and depends on the client's needs.

REFILL BAR BULK REFILLS

One 1 gallon bucket/bottle of Body Buttercream, Liquid Soap, or Foaming Sugar Scrub. You can choose from any of our fragrances.

- Vincy
- The Grenadines
- Palm Island
- Indian Bay
- Black Coral
- Bird of Paradise
- Frangipani
- Au Naturele

Branded printed labels for retail display are extra.



INSPIRATION & SCENT PROFILES

THE GRENADINES

Island-hop across the gorgeous island chain known as The Grenadines, and you'll find 32 beautiful islands and cays.

St. Vincent and The Grenadines remain largely untouched and unspoiled by human progress, romantically offering you aquamarine waters, cloud-dotted skies, and black and tan beaches.

Scent Profile:

Blend of juicy pineapple, creamy coconut, and sweet peach with sheer white musk and smooth vanilla.

PALM ISLAND

Palm Island is a private island paradise located in St. Vincent and The Grenadines and is frequented by celebrities.

Home to one of the most amazing vacation spots in the Caribbean, Palm Island is the perfect escape from a hectic life.

Scent Profile:

A rejuvenating medley of sweet orange blossoms, yuzu, and kumquat; followed by middle notes of juniper, Mediterranean fan palm, and rosemary; with base notes of fresh sandalwood and Tahitian vanilla beans.

FRANGIPANI

The Frangipani flower blooms in many colors, including yellows, pinks, dark reds and a thousand shades of each.

The gorgeous Frangipani bloom continuously in St. Vincent and in the tropics, soaking up the full sun and wafting in the sea breezes. Deeply fragrant, the large clusters of flowers on small shrubs and trees with glossy dark green leaves dot the islands.

Scent Profile:

A sweet, fruity floral aroma composed of tropical plumeria flowers, fresh fruity top notes.

BIRD OF PARADISE

The Bird of Paradise is one of the most colorful flowers in the world. The name Bird of Paradise comes from its spectacular flower shape which resembles a bird's beak and head plumage.

Bird of Paradise, also known as Crane flowers, is one of the most beautiful Exotic Flowers and can be found throughout the Caribbean.

Scent Profile:

Top notes of lemon, orange, and tuberose, followed by middle notes of bird of paradise, gardenia, rose, and honeysuckle; with base notes of magnolia leaves and jasmine.

INDIAN BAY

Relax while watching the sun set over the crystal-clear waters of Indian Bay, enjoying the view from the tan and black sands of the beach. Climb the rugged rocks near the shoreline and delight in the anchored sail boats dotting the horizon.

In the low tide of morning, stroll on the revealed shore, carefully avoiding the spiny sea urchins. Frolic or snorkel in the warm Caribbean waters.

Scent Profile:

Fresh ozony marine notes, blended with base notes of sheer musk and amber.

VINCY

Vincy, short for St. Vincent and The Grenadines, takes you to an island of unspoiled beauty, colorful culture, vibrant cultural festivals, unique foods, and gorgeous scenery.

Scent Profile:

A tropical paradise blend of coconut, fresh sliced pineapple, with a scoop of vanilla ice cream.

BLACK CORAL

Black Coral (Antipatharia) are an order of deep water, tree-like corals that can be found in the warm Caribbean Sea off the coast of St. Vincent and the Grenadines and other Caribbean islands.

Though black coral's living tissue is brilliantly colored, it takes its name from the distinctive black or dark brown color of its skeleton.

Scent Profile:

Rustic Amber with Parisian Lavender. Combined with Black Myrrh, dulcet vanilla Tonka bean, and a splash of Egyptian Musk. Rounded off with raw Clary Sage resulting in an earthy concoction with hints of sweetness and pleasing floral notes.

COCONUT CREAM

Reminiscent of the untouched beauty of the Caribbean, Coconut Cream is a pure unscented and uncolored bar of soap made entirely with 100% organic coconut oil and coconut milk.

Soak in the island vibes without all the extras; revel in a pure all-natural Caribbean experience.

Scent Profile:

Unscented

AU NATURALE

Soak in the island vibes without all the extras; revel in a pure all-natural Caribbean experience.

Scent Profile:

Unscented

ESCAPE TO THE CARIBBEAN WITH EVERY INGREDIENT

At HiRuna Designs, every ingredient is a passport to paradise. We blend tropical indulgence with elevated self-care to bring you lush, island-inspired skincare that feels like a beach side escape in every jar.

Our star? Organic extra virgin coconut oil—a hydrating hero that wraps your skin in soft, sun-kissed moisture. Paired with creamy coconut milk, it creates a velvety base that's as decadent as a Caribbean dessert.

Unrefined shea butter and avocado oil deliver rich nourishment, melting into the skin like warm sunshine, while sweet almond and olive fruit oils bring a silky-smooth finish that leaves you glowing from head to toe.

Castor seed oil adds a tropical twist of deep hydration, perfect for reviving dry, thirsty skin. For gentle detox and a touch of drama, activated charcoal draws out impurities like an island breeze sweeping away the day.

We keep it clean and vibrant with phthalate-free fragrances, inspired by Caribbean botanicals, and a pop of mica color for a playful, sunkissed shimmer.

Whether you're soaking, scrubbing, or slathering, HiRuna Designs transforms your routine into a lush getaway—no passport required.

INGREDIENTS

LIQUID SUNSHINE BODY OIL

caprylic/capric triglyceride (fractionated coconut oil), persea gratissima (avocado) oil, prunus amygdalus dulcis (sweet almond) oil, rosa canine fruit (rosehips) oil, tocopherol T-50 (vitamin e), matricaria recutita (chamomile) flowers, calendula officinalis flower rosa damascena (rose) buds

REJUVENATE FACIAL SERUM

Caprylic/Capric Triglyceride (Fractionated Coconut Oil), Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hippophae Rhamnoides Fruit (Sea Buckthorn) Oil, Rosa Canine Fruit (Rosehip) Oil, Tocopherol T-50 (Vitamin E), Rosa Damascene (Rose) Buds

BEARD OIL

Organic Extra Virgin Cocos Nucifera (Coconut) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Ricinus Communi (Castor) Seed Oil, Olea Europaea (Olive) Fruit Oil, Persea Gratissima (Avocado) Oil, Phthalate-Free Fragrance

LIQUID SOAP

Aqua (Water), Vegetable Glycerin, Cocos Nucifera (Coconut) Oil, Olea Europaea (Olive) Fruit Oil, *Prunus Amygdalus Dulcis (Sweet Almond) Oil, Sodium Chloride (Salt), Phthalate-Free Fragrance

BAR SOAP

Organic Extra Virgin Cocos Nucifera (Coconut) Oil, Butyrospermum Parkii (Unrefined Shea) Butter, Olea Europaea (Olive) Fruit Oil, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Ricinus Communis (Castor) Seed Oil, Cocos Nucifera (Coconut) Milk, Activated Carbon (Charcoal) Powder, Phthalate-Free Fragrance, Colorant

BODY BUTTERCREAM

Aqua (Water), Butyrospermum Parkii (Unrefined Shea) Butter, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Cetearyl Alcohol and Polysorbate 60 (Emulsifying Wax), Stearic Acid, Phthalate-Free Fragrance, Caprylyl Glycol (Optiphen)

FOAMING SUGAR SCRUB

Organic Granulated Sugar, Whipped Soap Base (Glycerin, Sorbitol, Purified Water, Myristic Acid, Stearic Acid, Sodium Cocoyl Isethionate, Disodium Lauryl Sulfosuccinate, Sodium Chloride, Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Tetrasodium EDTA), Prunus Amygdalus Dulcis (Sweet Almond) Oil, Activated Carbon (Charcoal) Powder, Phthalate-Free Fragrance

For specific ingredient details go to our website product listings hirunadesigns.com



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