



DISCOVER THE
ART OF LIVING
IN BALANCE

Contact Us:

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AYURVEDA

The Kosa Lifestyle

Kosa (pronounced Kosha) is a layer or a sheath of the self. In yoga philosophy there are 5 kosas, ultimately leading to true nature, where we find inner bliss and delight of existence.

Kosa Ayurveda supports a wellness lifestyle through the holistic medical system of Ayurveda, with products and services inspired by our founder's Indian family traditions and recipes.

At the forefront of the growing Ayurveda trend, Kosa is a first-mover lifestyle brand with a full suite of offerings, including Ayurvedic cuisine, personal care, skincare, an immersive spa experience, health counseling, and wellness content.



Founder's Story

Kosa was founded in 2019 by Shilpa Sankaran, an Indian-born, Madison native who wanted to make the timeless wisdom of Ayurveda accessible, simple, and available to more people.

As a child, healing spice aromas filled the kitchen, while personal care rituals and mindfulness were a normal part of everyday life. As an adult, she lived a fast-paced life and found herself out of balance. She witnessed friends and family suffering from illness, and knew that Ayurveda could be the answer to so many of these issues.

A sustainability leader and social entrepreneur working across the globe, 25 years later, Shilpa returned to her home town of Madison to create Kosa and reconnect with her roots and health.

Statistics

4.5k+

Spa Guests since '19



1.3k+

@kosawellnessspa



4.1k+

@kosaretreat

75k+

Unique Web Visitors/Yr



4.4k+

Subscribers

Guest Review

"My husband and I were completely blown away by the level of intentionality given from the moment we entered Kosa until our time there came to an end. We thought the emphasis on Ayurvedic practices are such a crucial part in making this experience so exceptionally unique and personal. I LOVE that every herb, tea, aromatherapy, food and oil used is specifically geared towards supporting your system in the current season."

Demographics

72%

Age 25-55

6%

Age 55+

94%

Women

96%

USA

Get In Touch

Founder:

Shilpa Sankaran, shilpa@kosaspa.com



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The Kosa Spa Experience

Everything our guests experience are seasonally crafted, fresh, and organic elements that are in balance with nature according to the principles of Ayurveda. Guests are immersed in Ayurveda from the moment they walk in with aromatherapy, to the teas, oils, and practices. One can feel the authenticity of our founder's intentions,

In our 4,500 sq ft space guests experience our offerings, ranging from massages and facials, to steam and sauna rituals, wellness consultations, and Ayurvedic cuisine from Kosa Kitchen. The products are all created by Kosa and are available in our spa shop to continue self-care at home.

A Wellness Lifestyle Brand

Kosa offers beautiful products for the inside and outside of the body, supporting a full Ayurvedic lifestyle. With the highest of standards for responsible sourcing, clean and organic ingredients, the product line includes skincare, haircare, body care, oils, spice mixes, and tea blends. Products are available online and can be shipped nationwide.



About Ayurveda

Ayurveda translates to "wisdom of life" and is the Indian medical system dating back 5,000 years. The focus is on disease prevention, balancing both body and mind. This timeless and universal science has core principles that are only now being acknowledged in modern science, such as the brain-gut connection, balancing the microbiome, and nervous system regulation.

At the heart of Ayurveda is slowing down to hear one's inner voice and intuition, to be one's own healer through small daily practices.

Press

Kosa Profiled Among 21 'Best Wellness Experiences' Around the World

NatGeo

The Best Midwest Spa and Wellness Getaways to Melt Your Stress Away

Midwest Living

Places to Love' visits Madison

Samantha Brown Travels, PBS

With Kosa Body Care, A Sustainable Design Expert and Spa Owner Harnesses Ayurveda's Healing Benefits for Hair and Skin

Beauty Independent

Ayurveda You Can Try at Home

Midwest Living

Kosa Combines Ayurvedic Principles with Food Designed to Heal, Nourish the Body

Madison Magazine

Friend Getaways Improve Your Health

Chicago Parent



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Property Photos

