

A woman with long blonde hair, wearing a white short-sleeved shirt and a wide-brimmed tan hat, is seen from the back. She is holding a large, tan-colored backpack with multiple straps and buckles. The background is a sunlit forest with tall trees and dappled light. The overall mood is serene and adventurous.

# RAIN ORGANICA

Get Lost With Your Skincare

Press Kit

# Skincare you can take anywhere

Recognizing that a woman's "essentials" when it comes to backpacking, last minute road trips, or just spending a day outside are different than most guys' "essentials", I decided to address the one thing I consider an everyday essential... skin-care.

Rain Organica creates skincare products for women who want a portable skincare routine - so she can maintain and care for her skin while quenching that thirst for wanderlust.

Since these products are meant for travel, each one is strategically crafted to hold as many skin nourishing ingredients as possible to help minimize the number of products a girl needs whether she's on the trail, at home, or jet-setting.

I would love the opportunity to partner with you on ways to help your readers break down barriers that keep them from fully embracing spontaneity & wanderlust. I'm also passionate about demystifying skincare and creating sustainable routines.

Please reach out with any questions, concerns, or collaboration opportunities you'd like to talk about.

Thank you!

Brandy Searcy  
Founder, Rain Organica

## About the brand

All Rain Organica products are handcrafted in small batches in southern California

A 2021 Community Partner with Leave No Trace, Rain Organica is strongly committed to sustainability, right down to the product labels, which are biodegradable

Rain Organica also donates to Outdoor Outreach, an organization that helps improve accessibility to outdoor adventures for under-resourced youth

What's not in the products is almost as important as what is - essential oil free facial care products. Rain Organica is also a vegan skincare brand.

## About the founder

Brandy has over a decade's experience as a pharmaceutical formulation development scientist

She's been making her own skincare products since 2008, and her own skincare routine is currently just 3 steps

She was a teacher's assistant for organic chemistry labs in college (well, technically post-grad while she was working towards a PhD... that she didn't get)

She's obsessive about sustainability, thanks in large part to grandparents who grew up during the Depression (and could MacGyver anything)... & you'll find that sustainability mindset woven into the brand

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CLEAN BEAUTY GALS

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## Testimonials

Here's what one of Rain Organica's product testers says about First Light Day & Night Lotion:

I have been using this face cream day and night for the past 7 months and am hooked! I have acne prone skin and have noticed improvements in my skin since using this cream such as fewer breakouts and clearer skin.

I love how this cream goes on smoothly and absorbs into my skin quickly without leaving my skin feeling oily, sticky, or shiny. It seriously feels great on your skin.

Lastly, I love the size of the bottle. I am constantly flying and love that my favorite face cream meets TSA regulations!

-Maria, February 2020



## Speaking Topics

I love sharing what I've learned with others. I've presented countless times on a wide variety of topics to classrooms full of college students & delivered presentations in a variety of settings. I'm open to a wide platform of speaking opportunities including podcast interviews, presentations, workshops, & panel discussions.

## The difference between sunscreens & antioxidants

My husband is also a scientist, and a few years ago, he developed a manufacturing process using titanium dioxide to render a colorless end product (US Patent 20190016860).

Titanium dioxide worked so well because it generates free radicals in the presence of UV light and while that is great for his manufacturing process, free radicals are bad for a body (& skin).

This newfound knowledge ignited my curiosity and made me wonder if all sunscreens create free radicals, so I started researching to figure out exactly how sunscreens protect our skin from UV rays, how antioxidants are different from sunscreens, & which is safer for skin.

## Speaking Topics, continued

### Acne & Skin pH

Acne was the bane of my existence for many years. The psychological scars are still with me even if my appearance has (mostly) recovered. I learned so many lessons about how not to treat acne in the years I waged war with it. In addition to what I've learned about the role of pH on acne, I also share what I've learned about traditional (& non-traditional) treatment options.

### Navigating the Preservative Landscape

Preservatives are ESSENTIAL to any skincare formulation containing water. I've been on the quest for the best preservative system for about 12 years now, and I'd love to share what I've learned. We'll cover EU Annex V, discuss alternatives to traditional preservatives, and talk natural preservatives.

### Going Green: How to incorporate sustainability into your brand

Oriented towards skincare brands, I'll talk about the entire supply chain (partnering with eco-conscious ingredient suppliers - and why eco-friendly is cheaper than you think, from greening up your packaging, key considerations for shipping, & the details... unboxing, product labels, & more).

Any product based company can incorporate the key principles from this talk into its brand mindset.



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I'd love to connect with you!

Feel free to reach out with questions or to collaborate on an interview, workshop, panel discussion, or speaking engagement.

Let's connect.

Email me at [info@rainorganica.com](mailto:info@rainorganica.com)

DM me on IG [@rainorganica](https://www.instagram.com/rainorganica)