

pai®

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INTRODUCING:

PAI LABS

The exciting new innovation division of natural skincare brand Pai



Pai continues to leverage the uniqueness of its in-house formulating expertise and on-site manufacturing facility to bring to life a range of direct-to-consumer skincare must-haves: Pai Labs.

A new piece of Pai

Think of this 'incubator' branch as the formulation playground for Pai's in-house chemists, giving them complete creative freedom to bring new ideas and ingredients to the market, fast. From reacting to global trends to responding to customer requests, Pai Labs is about taking the lead on what's next for organic skincare and making it personal.



The team at Pai are product creators at heart. Few beauty brands are able to take product ideas from the drawing board to the production line all under one roof - but that's the enviable set-up at Pai's London HQ.

Being vertically integrated ensures not only absolute quality control, but also enables the process of bringing products safely to market to be as fast as possible.

"Pai Labs is all about driving innovation at the company. Bringing to life products we suddenly need, or love, more spontaneously,"

says Pai Founder Sarah Brown.

"These products convey the rush of excitement we get from finding a creative sweet spot and being able to share that with our customers for their feedback and input."

Acton Spirit, Pai's 'buy one, donate one' hand sanitiser and very first Pai Labs product, launched in March 2020 just as parts of the world went into lockdown. First batches were donated in their entirety, and to date Pai has donated over 22,000 sanitisers to local frontline workers, care homes, beauty banks and schools, winning The Sunday Times Style Outstanding Contribution Award for its efforts in May 2021.

INTRODUCING

#CONCENTRATES

Supercharge your skincare with all-natural boosters for sensitive skin.

#CONCENTRATES is Pai's innovative new collection of high-performing natural boosters, specially formulated and patch tested for sensitive skin. Each potent formula can be used alone or mixed with your existing skincare - using as much or as little as you want - to power up and personalise your skincare routine.

The launch collection features three actives designed to brighten, protect and smooth sensitive skin, with more #CONCENTRATES to follow as Pai responds to customer demand.

STABILISED VITAMIN C 20% BRIGHTENING BOOSTER

This oil booster boasts a high percentage of Vitamin C, a powerful active with unrivalled brightening benefits. A potent antioxidant, it helps reduce pigmentation and uneven tone for radiant skin - no matter how sensitive. Pai's formula is oil soluble, which means it won't degrade like water-based products do.

PREBIOTIC INULIN 4% PROTECTIVE BOOSTER

This all-natural serum-like booster is powered by Inulin, a plant-derived prebiotic to protect and calm. It feeds and rebalances the skin's microbiome, reinforcing its natural defences to aid recovery and reduce sensitivity. The formula includes organic Glycerin, an excellent humectant to hydrate and improve skin barrier function.



PEPTIDES 5% SMOOTHING BOOSTER

This natural booster serum is packed with peptides, famed for stimulating collagen and elastin to firm and smooth. Powerful antioxidants, Hexapeptide and Pea peptides help improve the appearance of fine lines in even the most sensitive skin.

GOODNESS BUILT IN

Pai's #CONCENTRATES are made with 100% natural ingredients, and all formulas are cruelty-free and certified vegan.

Exclusively available from
www.paiskincare.com

10ml, £19.00 / €19.00 / \$29.00



PAI LABS: WE MAKE IT PERSONAL

Pai Labs provides a platform for customers to have their say about the products they want the brand to make, whether it's changing up scents on classic Pai products or ingredients they want to see in new formulations. The brand will also be listening to consumers when it comes to deciding which products make it into the permanent Pai Skincare line.

NOTES TO EDITORS:

Pai has proudly formulated, manufactured and packaged all products in-house since it was founded in 2007.

Pai is for anyone who wants to treat their skin, no matter how sensitive, with the best natural ingredients without compromise.

Pai products are certified natural and organic by COSMOS. The brand is also Vegan Society, Cruelty-Free International and London Living Wage accredited. Pai products are independently patch tested to make sure they're suitable for both sensitive and eczema-prone skin.

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