

Sensitive Skin Challenger Brand Pai Skincare Secures GBP3.45m Series A Investment

Submitted by: Pai Skincare

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Pai Skincare, the London-based sensitive skin care brand, has closed a GBP 3.45m (EUR 4m / USD 4.5m) Series A investment led by Luxembourg based CAP Invest.

Pai plans to double-down on e-commerce, hire an experienced CTO / Head of E-Commerce and expand its global direct retail operation.

With 6 websites covering Europe, North America and Australia, Pai will launch its first online stores in Asia, scale up online marketing and bring web development in-house.

Founder Sarah Brown says of the new investment:

“Pai has empowered thousands of women to tackle their sensitive skin issues. Our ambition is to help millions, which this investment will help us do.”

CAP Invest are adding to their already comprehensive portfolio of brands including Oh My Cream, Big Fernand, Gault & Millau and StaffMatch. Thomas Riccobono of CAP Invest comments:

“Pai has a clear sense of direction, and successfully differentiates itself in the market. The honesty and integrity of the brand especially resonated with me. It extends beyond the beauty category, and operates in that wellness and healthy lifestyle space, which I found to be a refreshing approach.”

Founded by Sarah Brown in 2007 as a solution to her own skin condition, Pai’s certified organic* products have become the premium choice for those who have tried everything in their search for skin confidence.

High profile devotees include Natalie Portman and Emily Watson.

Pai began in Sarah’s converted garage in West London where she made all products by hand. In July 2017 Pai will open a new purpose built manufacturing facility at its London HQ.

The investment will help create new highly skilled NPD and manufacturing jobs in London.

Notes to Editor:

Pai Skincare UK (<https://www.paiskincare.com>), London, Founded in 2007.
www.paiskincare.com

Sarah’s mission from the outset is to empower women to take back control of their sensitive skin through products that not only work, but are a joy to use. Pai also provides expert advice and a holistic approach to skin care, with an understanding that products are just a part of the puzzle.

Pai is a leading advocate of UK Manufacturing, winner of the EEF (UK Manufacturer's Association) UK Export Development Award 2014, First Woman of Manufacturing Award at the First Women Awards 2015 and the Queens Award For Enterprise - International Trade 2016.

Pai is stocked in Department Stores, Premium Health Stores, Independent Beauty Stores and Spas.

Stockists include:

France: Oh My Cream, Mademoiselle Bio

USA: Credo, Follain, Cap Beauty NYC, Shen Beauty, Violet Grey, Free People

UK: Whole Foods Market, John Lewis (from July 2017), Being Content (London), Lime Wood Hotel & Spa

*Pai products are certified organic by the Soil Association. The company also has certified Vegan Society, Cruelty Free International and London Living Wage accreditations.

Sarah Brown

Founder of Pai, CEW (Trade Group for Beauty Industry) Board Member and Chair of its Young Executive Programme.

CAP Invest, Luxembourg, Founded in 2014

Family Office of Riccobono Family.

For more information please contact:

Amy Steadman, Pai Skincare PR Manager

amy.steadman@paiskincare.com

0203 397 9739