

# Pai Skincare Is The First Beauty Brand To Offer 90 Day Returns

Submitted by: Pai Skincare

Wednesday, 13 September 2017

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Pai Skincare is announcing a new 90 days returns policy. The first brand in the industry to offer this type of service to its customers.

Whether it's a moisturiser that causes blemishes or a foam that causes itchiness - half of the female population of the UK have wasted money on products they can't use. Of those women only 16%\* have returned those unwanted products.

50%

of women say that they have reacted to a cosmetic product in the past

78%

of women say their 'can't use' pile contains at least 5 products, worth up to £20 each, Equating up to a staggering £1.7bn\*\* of wasted consumer spend

16%

of these women returned the product - most said they were unable to, or didn't know they could return a used product

Pai understands just how frustrating shopping for sensitive skin can be. The brand was founded in 2007 by Sarah Brown, after her skin became hyper-sensitive and acne-prone. After years trawling the market for a solution, she reached a dead-end with a bathroom cabinet full of products she couldn't use.

Sarah says: "I wasted huge sums of money on products my skin didn't tolerate and that I couldn't return. So, it is absolutely critical to the Pai brand and our business ethos that we don't have financially punitive returns policies."

Most Pai customers have experienced a tough journey ahead of finding the brand. Pai's 90 day policy means that customers can return any full size product free of charge. Allowing them to take back control of their skin and try the products completely risk-free.

Pai Skincare knows it takes time to fully test a product's skin compatability. Though it's often said that the skin renewal process takes 28 days, this can vary. The full process, from skin cell development at the deepest level, to these cells appearing on the surface of the skin can take up to 40 days.

Pai's 90 day returns policy is now live.

[www.paiskincare.com](http://www.paiskincare.com)

Notes to Editor:

Pai Skincare, London, Founded in 2007

[www.paiskincare.com](http://www.paiskincare.com)

\* Research conducted by Pai Skincare of 400 women in the UK

\*\* Estimate, based on UK women, aged 16-64.

Comment from Pai social media follower on the 90 day returns policy: "I've never really seen returning cosmetics once they've been opened as an option in the UK. I've never actually returned anything. I feel like trying to return something if I've reacted badly is frowned upon and not something I really have the option to do."

About Pai Skincare:

Sarah's mission 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 skincare, with an understanding that products are just a part of the puzzle.

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

About the returns process:

1. Visit [paiskincare.com/returns](https://paiskincare.com/returns) and complete our speedy form.
2. We'll be in touch with some extra info on how to return your products.
3. Send your products back to us and we'll issue a full refund.

All UK orders include a free returns label for easy posting. Further afield? We'll cover the postage.

For more information please contact:

Amy Steadman - [amy.steadman@paiskincare.com](mailto:amy.steadman@paiskincare.com) | 0203 397 9739