

# Plendaire

No science experiments.  
Just great skincare.

# Hello.

We want to change the way you approach  
your skincare from the very first moment.



# Plenaire

French, derived from the 1840 painting technique “en plein air”; emphasising direct observation of nature over narrative and stylised depiction.

French expression for “in the open air”, having the qualities of natural air and light.



The skincare products that women as young as 13 use were created in the 1970's. Emotional well being is ignored altogether; technology/data are relatively unexploited. Despite 3/4 of younger consumers saying they want alternatives- their needs are not being met.

Plenaire is a direct to consumer beauty brand for young women that demand a more modern, curated approach to skincare.

Plenaire recreates the classic coming of age skincare rituals with a capsule collection of 8 unique products at launch. We want to help young women everywhere take pleasure in their skincare again with our range of clean, sustainably designed products that meet their everyday skincare needs but that also encourage emotional well-being and self-care.

# Specifically, how do Plenaire products differ from others?

We follow a cleaner ingredient and formulation approach because we believe in the power of these ingredients to help even the most delicate skin feel and look better.

- Plenaire is 100% ingredient transparent. We avoid raw materials that are considered to be harmful or toxic or to cause any type of skin sensitivity. With ingredients currently being debated as to whether or not they are safe, our approach is to avoid them until more concrete evidence is available.
- All of our products are proudly sourced and made in the UK, a leading hub for ethical cosmetic practices. As a part of this, all our ingredients comply with current European Cosmetic Safety legislation.
- We formulate without SLS/SLES, Parabens, Mineral oil/Petrochemicals, Propylene Glycol, PEGs, PABA, Silicones, GMOs, Aluminium, Microbeads, Formaldehyde, Lead or Mercury. This is not an exhaustive list, but where our ingredient approach mainly differs from competitors.
- We will never test our products or ingredients on animals nor do we use suppliers who test them on our behalf. Our products do not contain animal-based ingredients or animal derivatives. Each Plenaire product has been registered with the Vegan Society.
- All of our fragrances comply with EU and IFRA regulations. These standards form the basis for a globally accepted risk management system for the safe use of fragrance ingredients in cosmetic products. This is a self-regulating system for the industry, based on risk assessments carried out by an independent Expert Panel to ensure that there is no risk for the consumer when using a product.
- Finally, our approach is to constantly review our ingredient list on an ongoing basis and take action as new information becomes available.





# Plenaire Products



VIOLET PASTE  
*Violet tinted dreams await.*

Overnight Blemish Treatment

Inspired by a 70-year-old French beauty recipe, this violet-tinted “vanishing” paste treats blemishes overnight by drawing out excess oil and calming inflammation and redness.

Beta Hydroxy Acids and Salicylic Acid

Zinc Oxide

Azelaic Acid derivatives

30ml

USD 42



ROSE JELLY  
*Like rose colored glasses for your skin.*

Gentle Makeup Remover and  
Hydrating Cleansing Balm

This conditioning formula has a unique, jelly-like texture that works to rapidly dissolve makeup and impurities while soothing and cooling skin.

Sugar Esters (Sucragel):  
Derived from sugarcane and the  
Sugarbeet plant.  
Rosewater (Rosa Damascena), Steam  
distilled precious Bulgarian Rosewater.

30ml/100ml  
USD 22/42

# Plenaire Products



SKIN FROSTING \*  
*Tune out the world  
and tune into yourself.*

**Deeply Hydrating Mask**  
Developed specifically for sensitive skin, this plant-based intensive moisturizing treatment cocoons your skin, leaving it deeply hydrated, soothed, and nourished.

Coconut Oil, Cocoa Butter, Shea Butter

Squalene, Precious Japanese Camellia Oil (Tsubaki)

Plant Phytosterols and Triglycerides

30ml/100ml  
USD 26/50



TRIPLER \*  
*It's OK to believe  
in superheroes.*

**3in1 Exfoliating Clay**  
This multitasker is a mask, cleanser, and gentle exfoliator all wrapped into one. In minutes, it works to detoxify, polish, and renew your skin to reveal a smoother, naturally brighter complexion.

French Kaolin Clay  
Salicylic acid  
Blackcurrant powder

30m/100ml  
USD 25/47



# Plenaire Products



## DROPLET

*Feel the lift of weightless hydration.*

### Lightweight Moisture Gel

This lightweight, cool-to-the-touch moisture gel absorbs instantly into your skin to provide a healthy dose of hydration without the heaviness.

Sodium Hyaluronate

White Peony

Xylitol (plant derived sugar)

50ml

USD 47

# Launch

Intimate press and  
influencer Dinner  
Liberty, London Pop up  
Sustainable Fashion  
Brands  
@London Fashion Week



# Key Press



## BRITISH VOGUE

BEAUTY AWARDS

### 5 Brands That Prove Inclusivity Is More Than Just An Extended Foundation Range

BY KATHLEEN BAIRD-MURRAY  
11 MAY 2020


As British Vogue's Beauty Awards introduce the first lifetime achievement award for inclusivity, Kathleen Baird-Murray takes a look at five very different brands making the world a more diverse place today.



**“Beauty as a path to mental health is very resonant at this time.”**

“People don’t really talk about self-harm, perhaps because it’s seen as a middle-class problem or a first-world problem, but that doesn’t mean you can dismiss it.” So says Namrata Nayyar-Kamdar, the founder of [Plenaire](#), a [skincare line for teenagers](#) which aims to give a more positive experience of beauty than just selling products to deal with acne. “This is a rite of passage, and buying your first cleanser should be as pleasurable as buying your first bra,” she says.

A firm believer that mental health is intrinsically linked to skincare, the former Unilever executive, who has experienced a mental health crisis herself, noticed that the language used by brands to target youth was also outdated. “Our children are maturing in a tough political climate, and are under tremendous pressure to succeed from a young age,” she says. Plenaire embeds positive messages within its products and packaging, showing diverse faces, people with disabilities and others in highly vulnerable positions. “People don’t always look glossy, they’re not always perfect, and they’re not necessarily making tons of money.”

 **plenaire\_official**  
5,995 followers

[View Profile](#)



# Key Press

## Plenaire Is the New Gen Z Brand Redefining What Skincare Should Be

Get to know the UK brand that's set to take over your Instagram feed.



BEAUTY Sep 9, 2019

2.5K



### BRAND REPORT

New Clean Brand  
Plenaire Encourages Gen  
Z Consumers To Be Kind  
To Themselves Through  
Skincare

Set to shake up the beauty industry with a previously untapped philosophy, Plenaire – meaning 'in the open air' – might be the cleanest skin care brand yet



EXCLUSIVELY FOR  
LIBERTY  
LONDON

## Meet Plenaire: The Instagrammable Skincare Brand Rivalling Glossier

plenaire\_official  
3,620 followers

View Profile



View More on Instagram

29 likes

Add a comment...


If cult beauty favourites Glossier and Mario Badescu teamed up, the result would look a lot like Plenaire.



# Key Press

## HUNGER

MENU



Fashion & Beauty / Beauty

### PLENAIRE: THE VEGAN BEAUTY BRAND PROMOTING POSITIVITY

images Courtesy of Plenaire


The cruelty-free skincare company offers versatile skincare heroes that are more than just skin-deep solutions.

Plenaire

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BUY ON PLENAIRE.CO

Plenaire is like the white T-shirt of the beauty world—it's not fussy or frilly, but it's super reliable and can be accessorized. In other words, make Plenaire skincare the backbone of your routine and expect the products to support your skin, but also amplify any other more active products you may want to layer on top. From the glorious [Rose Jelly Makeup Remover](#) (\$39) to [Droplet](#) (\$44) a lightweight gel moisturizer, the brand makes products that are simple, but oh-so-smart.

Ad


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## SKIN

### WHAT TO BUY FROM PLENAIRE: THE SKINCARE BRAND GLOSSIER FANS WILL LOVE

December 21st 2019 / 0 comment



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# Key Press

The image is a screenshot of a POPSUGAR BEAUTY article. At the top, the POPSUGAR BEAUTY logo is visible. The article title is "The 13 Small British Beauty Brands to Support During the Coronavirus Pandemic". Below the title, it says "7 May 2020 by AMY LAWRENSEN". There are social media share buttons for Facebook, Pinterest, Email, and Print, along with a plus sign for more options. Below the author information, there are two buttons: "View On One Page" and "Start Slideshow". The main content area displays four beauty products: 1. "FACE OFF" makeup remover by The Body Shop, featuring a red and white label with a woman's face. 2. "Plenciaire ROSE JELLY" gentle makeup remover, a pink and white tube. 3. "FABLE & MANE" hair oil, a brown glass bottle with a gold cap and a label featuring a tiger. 4. "LIQUID HAIRBRUSH" conditioner by L'Oréal Paris, a light pink bottle. Below the products, there is a caption "Image Source: Wild" and a note "USE ARROW KEYS". The article text begins with "The coronavirus pandemic has hit small businesses hard, from hair salons to the new beauty brands on the block. So, it makes sense that if you want to treat yourself to a new beauty buy but you don't have anything specific in mind, why not support the small British beauty businesses with your hard-earned cash? Because there is truth in that saying you often see on Instagram feeds or chalked onto A-boards outside small shops: 'When you buy from a small business, an actual person does a happy little dance.'"

# Plenaire

Wallpaper\*

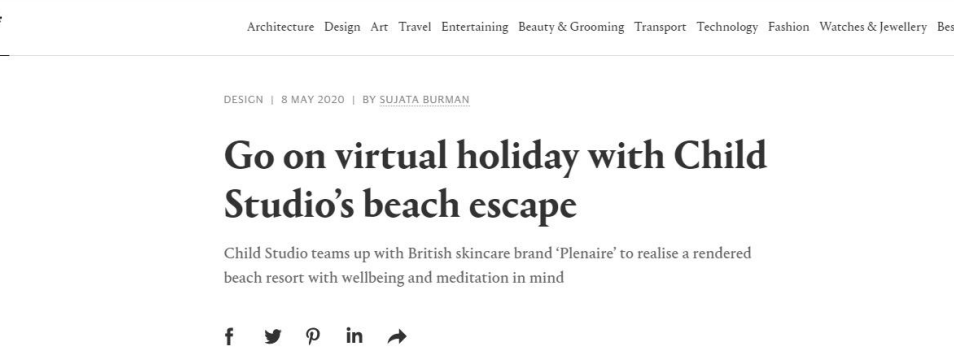
Architecture Design Art Travel Entertaining Beauty & Grooming Transport Technology Fashion Watches & Jewellery Bespoke Magazine

DESIGN | 8 MAY 2020 | BY SUJATA BURMAN

## Go on virtual holiday with Child Studio's beach escape

Child Studio teams up with British skincare brand 'Plenaire' to realise a rendered beach resort with wellbeing and meditation in mind

f t p in ↗



Wallpaper\*

Thanks.

