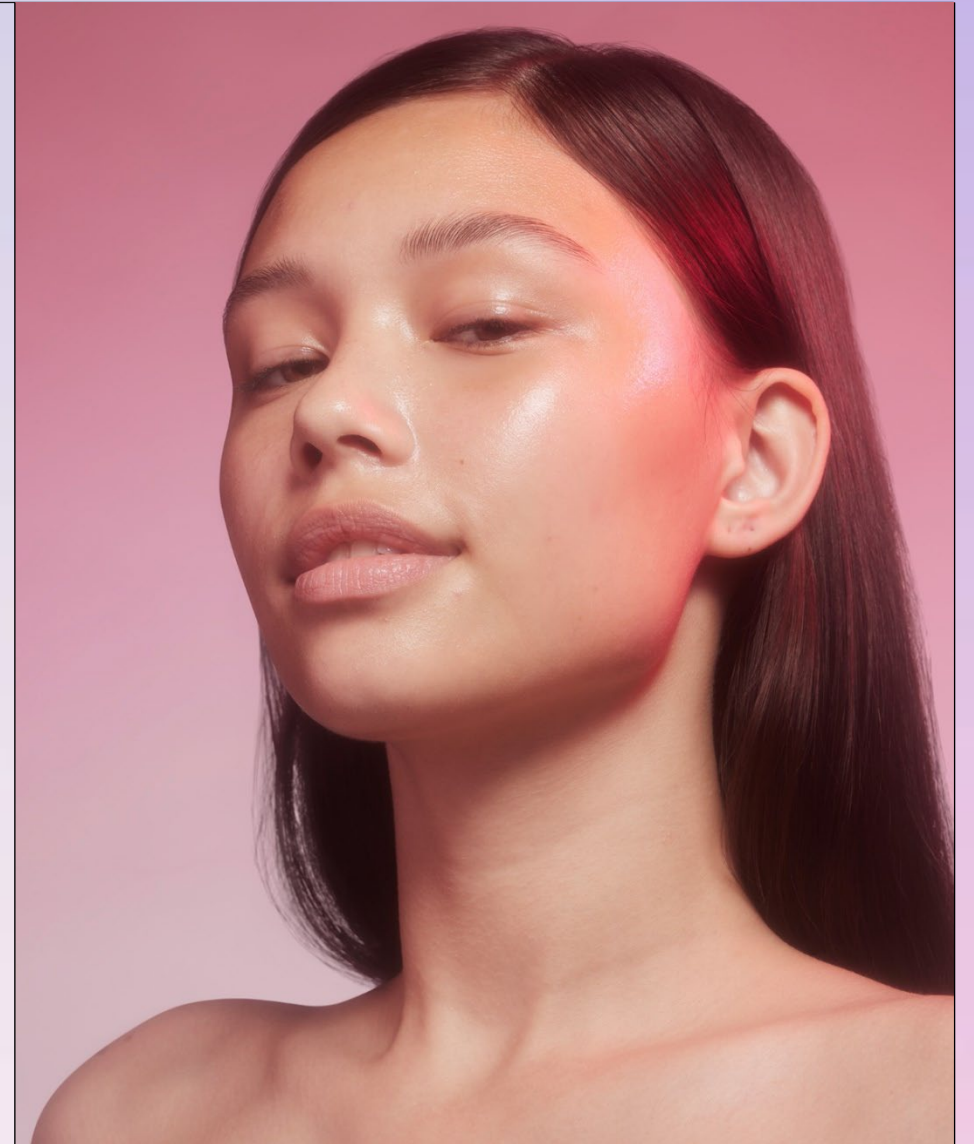


**A community-driven,
skin-positive line
powered by effortless,
efficacious formulas.**

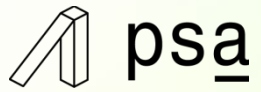


This is a Public Service Announcement

High-quality skincare often comes at a price,
but you shouldn't have to sacrifice quality over cost.

We wanted to make a big statement with PSA, by creating a brand that democratized powerfully efficacious skincare products that are highly-effective yet with a more accessible price point. With bright colours and boldly-named products, we created PSA not only as a strong statement, but also a purposefully created line of products that you can both love and learn from.

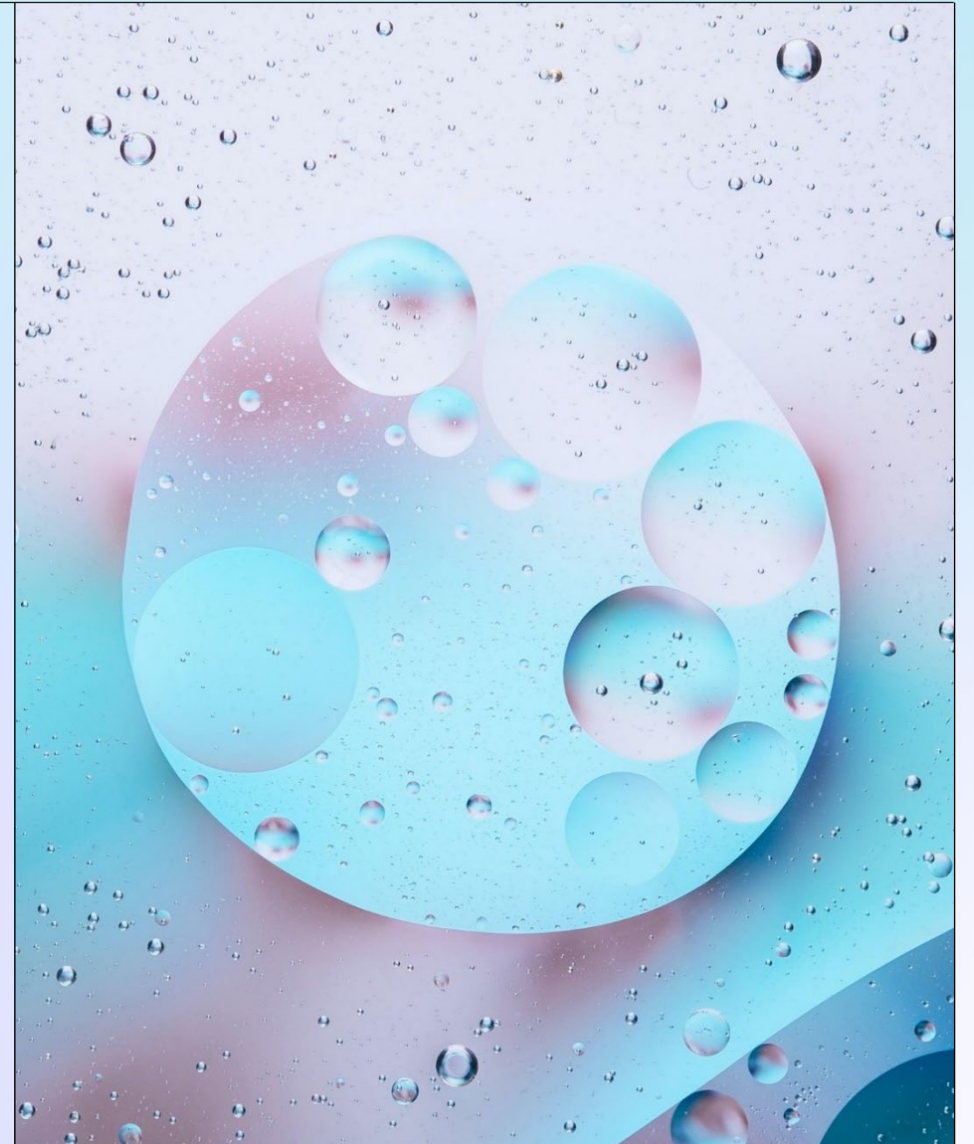




We're all about using clinically proven actives & ingredients in our products that are potent and safely formulated.

Whether you're assembling your first skincare routine or you're a bonafide skintellectual, we all know that the most exciting part of skincare is when you start to see the glowing results of your dedication.

Your best skin is a result of your best intentions, which is exactly what we have in mind.



PSA Difference

WE ARE EFFORTLESS EFFECTIVE.

Our reason for being will always be to create products that deliver results you can see and feel. So, you'll only find clinically proven actives in optimal concentrations without any potential irritants. And our products are animal-friendly and vegan.*

PSA isn't just our name; it's our mission—we're a skincare brand driven by purpose. Every ingredient added has a purpose. Every product created has a purpose and that purpose is to deliver you to your healthiest skin ever: the kind that you can feel joy in.

*All products in the PSA range are vegan except for RESET.

YES TO:^o

SUPERFOODS

NUTRIENT-RICH OILS

PEPTIDES, VITAMINS

AHAs + BHA + PHA

ANTIOXIDANTS

SMART HYDRATORS

**SKINCARE AMATEURS
TO EDUCATED
SKINCARE JUNKIES**

Target market

**UNDER 50 USD* FOR ALL
PRODUCTS**

Target price

Current Lineup

2024



RESET | Cleanser

ACAI & MANUKA HONEY NOURISHING CLEANSER

STEP 001 USE DAILY AM/PM

100ml / 3.4 fl. oz. e

- + Acai & Pomegranate Extract
- + Yoghurt
- + Grapeseed Oil
- + Manuka Honey UMF 17+

GENTLY CLEANSE + INFUSE SKIN WITH NUTRIENTS.

This sulfate-free creamy cleanser removes any trace of grime, pollution, and makeup while infusing your skin with essential moisture and nutrients from Manuka Honey UMF 16+ and Acai Berry without ever leaving your skin dry or stripped.

Esquire
GQ



USD \$31 GBP £29 EUR €32

LIGHT UP | Rinse-Off Mask

VITAMIN C & E FLASH BRIGHTENING MASK

STEP 002 USE DAILY AM/PM

50ml / 1.7 fl. oz. e

- + 11% L-Ascorbic Acid
- + 2% Vitamin E
- + Grapeseed Oil
- + Hyaluronic Acid

5 MINUTES TO VISIBLY BRIGHTER SKIN.

A treatment mask that revs up your skin's radiance with the A-team of brightening agents. For mornings and anytime you need a shot of radiance.

GQ
STYLIST
Esquire



USD \$43 GBP £41 EUR €46

FOLLOW THE LIGHT| Peel

MULTI ACIDS & VITAMIN C RADIANCE PEEL

STEP 002 USE WEEKLY

50ml / 1.7 fl. oz. e

- + 10.5% Glycolic + Lactic Acid + BHA
- + 5% Ethylated L-Ascorbic Acid + Pomegranate Enzymes Complex
- + Centella Asiatica & Licorice Root
- + Glutathione & Vitamin E Complex

REVEAL SKIN'S RADIANCE WITH AN ENHANCED WEEKLY PEEL.

Uneven skin tone, spots, and fine lines are no match for this Multi Acids & Vitamin C peel.



USD \$46 GBP £44 EUR €51

HEROINE | Toner

MANDELIC & LICORICE SUPERFOOD GLOW TONER

STEP 002 USE DAILY AM/PM

100ml / 3.4 fl. oz. e

- + 6% Mandelic & Lactic Acid
- + Licorice Root
- + Kombucha
- + Pomegranate Extract
- + Centella Asiatica

GENTLY EXFOLIATE + TONE SKIN FOR 24/7 GLOW.

A toner that's a lesson in good posture for your pores, making them clean up their act to appear tighter and clearer so your overall complexion glows.



GLAMOUR
Harpers
BAZAAR



USD \$36 GBP £35 EUR €39

LIQUID CLARITY | Booster

BHA & BAKUCHIOL BLEMISH RECOVERY BOOSTER

STEP 003 USE DAILY AM/PM

15ml / 0.5 fl. oz. e

- + 2% BHA
- + 2% Zinc PCA
- + 1% Bakuchiol
- + Black Cumin Oil

GIVE YOUR SKIN A BLEMISH-BUSTING BOOST.

This versatile booster brightens and soothes, providing a bit of extra TLC when it comes to battling blemishes and keeping your skin nourished. A mix of 2% BHA, 1% Bakuchiol, 2% Zinc PCA, and Licorice Root Extract helps to get to the root cause of existing imperfections. They also brighten and soothe while keeping your skin nourished.



USD \$31 GBP £28 EUR €31

LIQUID PANACEA | Booster

CENTELLA & KOMBUCHA FIRMLING RECOVERY
BOOSTER

STEP 003 USE DAILY AM/PM

15ml / 0.5 fl. oz. e

- + 5% Centella Asiatica Extract & Cells
- + 6% Kombucha & White Tea
- + Bisabolol
- + Madecassoside

YOUR DAILY BOOST OF MICROBIOME-LOVING NUTRIENTS IN ONE PUMP.

Skincare woes will be no more with this booster that allows you to achieve new levels of skincare customisation. Be it dull/fatigued skin, redness or dehydration, this serum is the perfect add-on for all skin types. It's supercharged with firming actives like 6% Kombucha & White Tea Blend, 5% Centella Asiatica Extract & Cells Blend, and Madecassoside that will improve and recover the overall quality of your skin.

STYLIST



USD \$31 GBP £28 EUR €31

VISIBLE IMPROVEMENT | Serum

PEPTIDES & NIACINAMIDE SERUM

STEP 003 USE DAILY AM/PM

30ml / 1 fl. oz. e

- + 10% Niacinamide
- + 10% Peptide Complex
- + Beta Glucan + Panthenol
- + Resveratrol + Kombucha

OUR 1ST FINE LINE & DARK SPOT CORRECTOR

A daily vegan serum containing 10% Niacinamide and 10% Peptide Complex Blend to reduce the appearance of even the most stubborn fine lines and dark spots, leaving behind a smoother, brighter, and more refined skin. Formulated for all types of skin.



USD \$43 GBP £40 EUR €46

THE MOST | Serum

HYALURONIC SUPER NUTRIENT HYDRATION SERUM

STEP 003 USE DAILY AM/PM

30ml / 1 fl. oz. e

- + Hyaluronic Acid Complex
- + Panthenol
- + Bisabolol
- + Sodium PCA
- + Allantoin
- + Allantoin

SUPERIOR HYDRATION INFUSED WITH POWERFUL NUTRIENTS.

A nutrient-packed hydrating serum that's like an island oasis for stressed out, hungover, dull, and dehydrated skin.

Esquire
BAZAR



USD \$43 GBP £42 EUR €47

GOALS | Serum

MULTI ACIDS & PROBIOTICS PERFECTING NIGHT SERUM

STEP 003 USE NIGHTLY PM

30ml / 1 fl. oz. e

- + 12% Glycolic, Lactic, Pyruvic, BHA and PHA
- + Probiotics
- + Tamanu Oil
- + White & Green Tea Complex

WAKE UP TO THAT POST-FACIAL GLOW.

A hydrating, multi-acids night serum that gets to work during your after-hours, so you wake up to clearer and more radiant skin that's #goals.



**BEST
SELLER**



USD \$46 GBP £44 EUR €51

SILVER LINING | MOISTURISER

DIOIC & WILLOWHERB CLARIFYING CREAM

STEP 004 USE DAILY AM/PM

50ml / 1.7 fl. oz. e

- + 4% Dioic Acid & Willowherb Complex
- + 1% Zinc PCA
- + Vitamin C
- + Silver & Tamanu Oil
- + Lactobacillus Ferment

THE ONE-STOP FORMULA FOR LASTING CLEAR SKIN.

A daily vegan clarifying cream containing 4% Dioic Acid & Willowherb Complex, 1% Zinc PCA, and Silver that minimises the appearance of breakouts and dark spots, soothes and calms post-breakout redness, and helps to prevent the likelihood of future blemishes. Formulated for all types of skin.

COSMOPOLITAN



USD \$38 GBP £37 EUR €43

MIDNIGHT COURAGE | Oil

ROSEHIP & BAKUCHIOL RETINOL NIGHT OIL

STEP 004 USE NIGHTLY PM

15ml / 0.5 fl. oz. e

- + 2% Retinoid Complex
- + Organic Rosehip & Baobab Oils
- + Organic Pomegranate Oil
- + Organic Sunflower Oil
- + Bakuchiol

REVEAL YOUTHFUL-LOOKING SKIN OVERNIGHT.

This oil is your skincare routine's night shift, working overtime to repair and renew your skin while you sleep.

GQ

STYLIST

OK!



USD \$46 GBP £44 EUR €51

GIFTED | Oil

ACAI & SEA BUCKTHORN VITAMIN C GLOW OIL

STEP 004 USE DAILY AM/PM

15ml / 0.5 fl. oz. e

- + 5% Tetrahexyldecyl Ascorbate
- + 2% Vitamin E
- + Acai Oil
- + Organic Sea Buckthorn Oil

ENHANCE SKIN BRIGHTNESS WITH A DAILY DOSE OF VITAMIN C.

Spoil your skin with this oil that works to keep your skin safe from free radicals, dullness, and dryness, day or night.



USD \$46 GBP £44 EUR €51

Press Exposures



WHO WHAT WEAR

 REFINERY29



GLAMOUR



STYLIST OK!

Press Exposures



ELLE The Telegraph



GQ



STYLIST



BAZAR

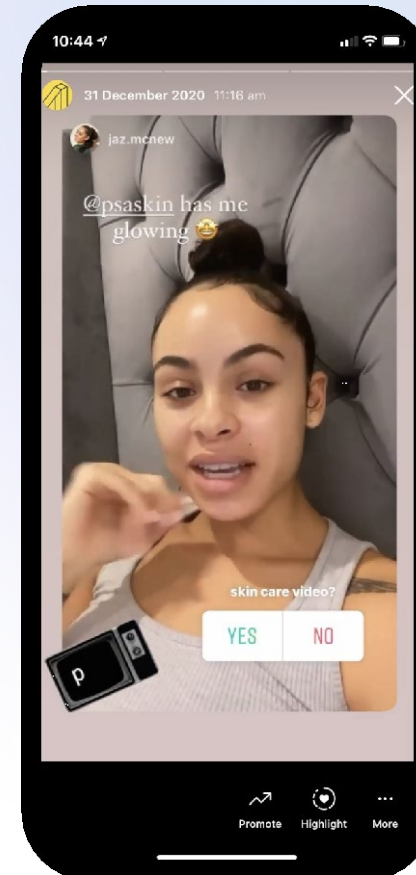
Influencer Reviews



@whatsonvisface 155k followers



@fleurdeforce 743k followers

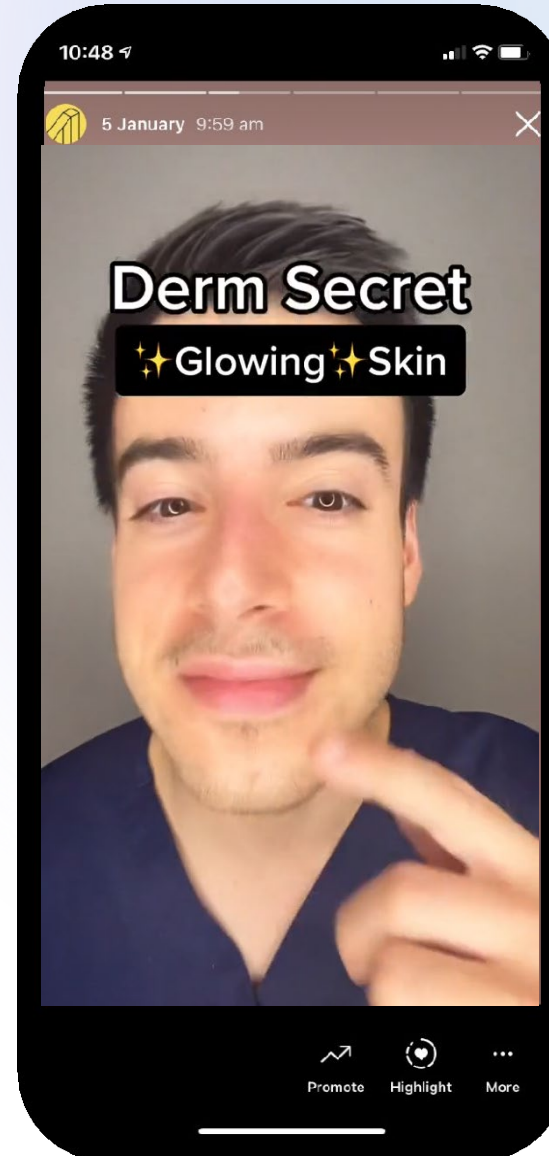


@jaz.mcnew 150k followers



@nikkideroest 254k followers

Derm Reviews



@drcharlesmd1
1.3m followers

Zoe Sugg



ZOE SUGG
4.9M SUBSCRIBERS

Retailers List

UNITED STATES

BEAUTYLISH

REVOLVE

Walmart 

JCPenney

thirteen lune

HEYDAY

EUROPE



 zalando

NICHE BEAUTY



Bangerhead.

NOTINO

UK



BEAUTY
BAY

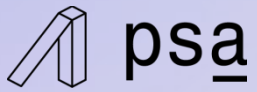
cult
BEAUTY

Debenhams

Renude

ASIA

NHT Vietnam



Follow us on Instagram



@psaskin

