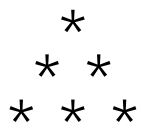


Plenaire





What is Plenaire?

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.

With Plenaire, we are on a journey to create an original digital lifestyle platform for the next generation of skincare users that assume beauty is a two-way conversation.

Plenaire.co will disrupt a billion-euro industry using data, content and personalization while meeting the social impact and clean ingredient approach that younger consumers see as essential.

Why is emotional well being important for young people? Who is your target audience?

A key finding from our research has been that while there are positive signs of change for women, in other ways teenage girls are having a harder time than ever. They're maturing in a tough political and economic climate and as such are under greater pressure to succeed from a young age. They're also living in a world where they're exposed to evolving gender norms, but are at a time in their lives where they tend to abide by gender norms, rather than challenge them.

Given the social media landscape they've grown up in, our audience is not only exposed to an abundance of goods and brands, but more visually sophisticated and discerning than any previous cohort of adolescents. Teenage girls are also 'broadcasters'; since they have grown up sharing their lives on social media and seeing others do the same, they have developed critical abilities from a young age and are not afraid of sharing their point of view. They have a strong awareness of the currency of image. The immediate, daily access to their favorite brands, celebrity icons and influencers lives via Instagram and Snapchat means that they develop an illusion of familiarity, access and proximity to that brand, platform or personality and

the lifestyle it propagates. It also means the pressure to live up to the lifestyles seen via technology is higher than ever before.

Despite the progress that has come with having instant access to information, the almost constant digital veil that most young women live under today has come under scrutiny.

The UK's Good Childhood Report 2018 reveals that children's well-being in the UK is as low as it was 20 years ago. Children's happiness with their lives rose steadily from 1995 to 2010, but then this progress started to reverse. Young people's happiness with their lives is at an all-time low since 2010. Children are struggling with their identity and alarming numbers are self-harming. Pressure to fit in is making children unhappy – from how they look, to their sexuality, to how boys and girls must behave. Fear of exclusion, constant exposure to social media, comparisons and comments about appearance are harmful to girls' well-being, outdated gender stereotypes are damaging to boys' and girls' happiness. Twice as many girls are self-harming as boys, and almost half of children that are attracted to the same or both genders self-harm.





Why Plenaire? Why now?

All of this contributes to the thinking behind Plenaire: that a skincare brand seeking to engage young women (and men) on the topic of skin should be open minded and empathetic, recognizing their fragility but also their strength.

Instead of prescribing a set way of doing things or disciplining their skin, Plenaire is seeking to engage them in an equal dialogue; as an anchor, never underestimating how closely skincare and the rituals associated with it, are tied to their sense of identity both virtually, on and offline.

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

Holistically it is derived from the 1840 painting technique “en plein air”; emphasizing direct observation of nature, over a narrative and stylized depiction. We are seeing a very similar trend in many industries today, beauty is one of them – where transparency and individualism have replaced rigid and prescriptive approaches.

Plenaire seeks to build a community that challenges predictable conventions in skincare and beauty to recreate them for people in a more airy, open minded, and fluid way. We are built to reflect Gen Z, but we will have universal appeal.

How does that impact the products you make?

Plenaire formulations were created out of a genuine need to develop safe, effective, and pleasurable alternatives for young women to care for their skin.

We have completed two years of research with young women via social listening, ethnographies, in house product testing and trials, as well as reviewing the ingredient labels for 100s of products targeting younger women, to develop our bespoke ingredient approach and brand ethos.

We worked with the beauty divisions of one of the top global research consultancies to deliver this and compile a strategic approach. Based on our findings, we engaged experts in product development and design to create a capsule collection of 8 products that are suitable for younger skin but would work on anyone that wants to care for their skin with cleaner ingredients, beautiful textures, and delicate gentle sensory, and that are suitable for sensitive skin.





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.

Are your fragrances natural? Why or why not?

It's important for us to provide complete transparency around our ingredient approach including our choice of fragrance raw materials. After careful consideration and lots of research, we have chosen synthetic fragrances for our products over natural ones. Synthetic ingredients in fragrance allow creation of more complex and unique signatures which is the main reason for this decision. We wanted to be able to create a fragrance that is a true reflection of our brand, that is instantly recognisable and loved.

Safety

All Plenaire fragrances comply with EU Cosmetic regulation and IFRA standards. The IFRA Standards form the basis for the globally accepted and recognized risk management system for the safe use of fragrance ingredients and are part of the IFRA Code of Practice. This is the self-regulating system of the industry, based on risk assessments carried out by an independent Expert Panel and supports the IFRA commitment to provide products that are safe for use by the consumer and to the environment.

If you have very sensitive skin, it's important to always patch test a product for 24 hours before choosing to invest in it. Please feel free to email us at hello@plenaire.co if you have any concerns or questions, we would love to hear from you.

Synthetic versus Natural approaches to Fragrance

Synthetic fragrances contain chemicals that are not of a natural origin while natural fragrances contain ingredients only from a natural origin- generally, this means essential oils. While a lot of synthetic fragrances contain parabens, phthalates and synthetic musks, it is entirely possible to create a synthetic fragrance without any of these materials, as we have done with our fragrance.

It is important to mention that synthetic fragrances do not necessarily cause more allergic reactions than natural fragrance. Both of them contain ingredients called allergens – substances that cause allergies. Almost all essential oils contain allergens, and many are not suitable for all occasions, for example, during pregnancy or for babies.

It is also not true that a natural fragrance is more sustainable than a synthetic one. In fact, the environmental impact of producing essential oils can often be higher when compared to synthetic perfumery ingredients.

Plenaire signature

Our products all contain a signature fragrance which we have developed in collaboration with a leading perfumery expert, here in the UK.

Our perfumer, Jean Charles Mignon studied chemistry at the University of Poitiers and Le Havre and began his perfume career at the Grasse Institute of Perfumery before completing Perfumery School in Grasse under the guidance of Robertet Senior Perfumers Michel Almairac, Jean-Francois Latty and Jacques Flori.

“When I was a child, my parents were florists so I was always in contact with flowers and gradually became familiar with the different species and their particular scents. My favourite smell has to be the rose (of course!) in part because of its richness, but also because of the power and impact this natural raw material delivers- there is nothing quite like it!”

The Plenaire fragrance opens with light notes of white nectarine, leading to a heart of rose, orris and violet on base of clean vanilla and creamy musk. After balancing our key principles of safety, pleasure and sustainability, we are presenting this delicate signature in all of our products.



Plenaire



What is your policy on Animal testing?

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. <https://www.vegansociety.com/>

Is Sustainability important? How do you demonstrate that?

Sustainability is a core value for Plenaire. We believe that convenience, great design and safety can coexist with sustainability. Our approach was created by looking at best practice in the across the industry, but also from we heard in the dozens of focus groups and social listening platforms as we created the brand. As far as possible with Plenaire, we have tried to make the best material choices that we can without compromising safety and consumer experience.

Full Statement on Materiality + Sustainability

We will launch Plenaire with fully recyclable packaging. Our tubes and jars are made up of a mixture of BPA free Polypropylene (PP) and glass with the exception of some closures. Our cartons are biodegradable and FSC and PEFC accredited. We have worked very hard to seek out and select suppliers that use materials that are responsibly sourced.

Our masks, cleanser tubes and bottles without exception are made of Polypropylene (PP) chosen for its strength, durability and greener profile.

Where possible, our tubes and bottles have matching closures to minimize the hassle of separation, recognizing that it's often inconvenience that stops people from being better at recycling, not a lack of good intentions. Unlike standard extruded or laminate tube packaging, all of our Plenaire tubes and caps are mono material PP to offer the benefit of simpler and more effective recycling.

Our Violet Paste Jar is glass and can be washed and recycled along with our cartons.

The cartons themselves are made from BillerudKorsnäs Artisan board, sourced from Sweden. This board was chosen for its beautiful raw texture, strength and durability and its excellent environmental qualities, certified as 100 percent compostable. Inks, we use are all vegetable based. Coatings, we use are water based with no harmful solvents or chemicals. Our cartons have minimal foiling. These factors make our cartons much easier to successfully recycle.

These materials are all accepted by most curbside recycling programs here in the UK as well as in the US.

We designed our packs to be super compact, as well as eliminated liners were possible without compromising security in delivery, which means we use less paper than other comparable brands; which in turn minimises our carbon footprint in delivery. All our shipper materials, cartons, liners and board are fully recyclable.

We are a young brand, and it's likely that as we grow, we will improve our Sustainability further. Areas of interest include biodegradable and bio-sourced packaging such as bio or sugar-based plastics or packs made from fibre pulp.



Let's talk Plastics, why are yours better?

Polypropylene (PP)

After careful consideration and researching the pros and cons of plastic versus glass and other materials as far as safety, durability and lifestyle suitability, we chose to use BPA free PP for our packaging, for tubes and bottles.

Half a century ago, two new members of the polyolefin family became available: Polyethylene (PE) and Polypropylene (PP). These two plastics offer all of the traditional applications used for PVC, paper, metal or glass. They possess increased durability and are significantly more wear resistance when compared to traditional products such as paper.

PP is rugged and resistant to different chemical solvents, acids, and bases. PP's resin identification code is 5, and it is recyclable. This cloudy plastic – the kind that is most popularly used for yogurt containers – is more efficient to manufacture than virgin plastic. PP is often eventually recycled to make brooms, brushes, garden rakes and plastic trays.

It is important to remember that all plastics are not equal in this regard. A distinct advantage remains: these materials are environmentally-friendly.

In summary, Polyethylene (PE) and polypropylene (PP) benefit the environment because they

- Break down more quickly, taking just 20-30 years compared to over 500 years for some other plastics.
- Take fewer natural resources to produce,
- Generate fewer waste products in production and disposal and are widely recycled,
- When burned, they do not generate toxic gases (like chlorine from PVC plastics)

In addition, all of our tubes have the advantage of being mono material PP, making them more effective to easily recycle.

Safety

While this plastic is non-biodegradable and still comes from non-renewable sources, it's often considered to be a better and somewhat safer plastic than other alternatives and is not linked to health issues, like other plastics.

Polypropylene containers do not leach harmful chemicals into food or liquids. They commonly contain yogurt, medicine, drinks, ketchup and medicines. PP is BPA free which is a commonly found toxic compound linked to various health issues. BPA has been linked to developmental issues during pregnancy and childhood, linking it to birth defects and neurological disorders. It's an endocrine disruptor, and also tied to asthma, breast cancer, heart disease, leukaemia, prostate cancer and other issues, obesity, testicular cancer, and thyroid issues.

Staying Plastic Free

No plastic is really environmentally friendly.

If you're looking to reduce your use of plastic, check out our list of suggested resources here:

<https://friendsoftheearth.uk/plastics/living-without-plastic>
<https://www.plasticsfree.co.uk/>
<http://trashisfortossers.com/>
<https://www.goingzerowaste.com/>
Lucy Seigle's Turning the Tide on Plastic at orionbooks.co.uk



What is conscious consumption? Why is that important?

Following a mantra of reduce, reuse and recycle.

Our going in approach is to encourage “conscious consumption” with our audience. In our promotional materials we encourage our customers to be more mindful of how much they consume as well as think about a more circular approach to buying. Only use how much you need, be present and conscious of waste.

We would like to recognize that Sustainability doesn’t come from packaging alone, though this has a significant impact on it. What is often forgotten is that much of the process of being more sustainable comes from our own actions in the usage process, not simply materials and packaging alone.

Bearing this in mind, we have created 3 skin cleansing formats that qualify as waterless cleansers, in other words, require less water to work perfectly.

Further we have made it easy to use formats like Rose Jelly, Skin Frosting and Tripler by creating luxe Plenaire face flannels that not only help optimize/reduce the use of water in the cleansing process, but also make it efficient and a pleasure to use.

Our Skin Frosting Deeply Hydrating Mask simply wipes off and can be used without water. Apply on a clean, dry face, and relax for 20 minutes. Wipe away with a warm washcloth or a damp Plenaire face flannel.

Our Brightening Elixir Exfoliating Tonic is a leave on exfoliating cleanser, and designed to be used without rinsing with water.

Rose Jelly Gentle Makeup Remover is not waterless in the classic sense, but designed to work with very little water. It relies on Sucragel technology rather than traditional cleansing technology that’s more frugal with water while being a pleasure to use, and has the added bonus of being gentler on skin than many ordinary cleansers. Simply apply on a full face of makeup, and add a bit of water to turn into a rose-colored milk. Rinse or simply wipe away excess makeup and product using a damp washcloth or a Plenaire face flannel.

Remember to be mindful, by turning on the tap only when you need to.

With Tripler 3in1 Exfoliating Clay, we encourage in shower use and the product has been designed this way. Apply on your face say ten minutes before you shower, allow to set into a clay mask to draw out any impurities. In a warm shower, the mask blossoms into a fine foam exfoliant, to be rinsed off during. If you aren’t showering, you could also use a damp washcloth to wipe away to be rinse- free.





Plenaire Accessories - why was creating this aspect important?

After listening to many of you, we have created a capsule of luxe beautiful accessories to complement our launch.

Our soft cloth flannels, durable canvas bags and gorgeous head & knotwraps help to support our consumers to avoid plastic where they can make do with beautifully designed yet more circular alternatives.

We are proud to collaborate on these accessories with the Rewrap Collective an NGO that creates ethical seed to shop cotton and canvas by empowering local artisans while providing employment to women in Mysore, India. <https://www.re-wrap.com/>

Where possible we like to team up with independent designers. Our knotwraps are organic 100% cotton and have been designed by us in collaboration with Rachel Breeden, a California based graphic designer. You can find more of Rachel's original and beautiful patterns and vintage 70's style prints at <https://www.instagram.com/circa78designs/>.

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