



Plenaire

Self-care for the Modern British Bride



Plenaire - Mini Press Day - Bridal
May 1, 2024



Plenaire

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

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



Plenaire

Plenaire is a skincare brand that highlights pleasure over discipline.

The brand emphasizes the importance of emotional well-being and encourages open positive conversations around health and beauty.

100% ingredient transparency.

Zero toxins/Free of

Cruelty free. Certified Vegan.

B Corp Certified

Carbon Neutral since 2021

Proudly British made



Our research has shown that :

Alongside adolescence, menopause and pregnancy, getting married is a key moment where skincare habits are formed or transition.

Plenaire's visual identity is contemporary and minimal, in line with a modern bride.

The narrative arc is nostalgic, dreamy and hopeful.

Instagram: @plenaire_official



Research shows that **self care is linked to better mental health and overall wellbeing.**

Plenaire products are designed to mirror your state of mind-
cleanse, energise, relax

All plenaire products are **ritualistic, indulgent and calming.**
They are designed to help you relax, stay present and
deliberately focus on yourself.

Designed for all skin types and especially **delicate and sensitive skin**

Plenaire products are a capsule collection with **multi-tasking benefits**

They are hybrid products with changing states that meet
multiple needs- cleansing, treatment, overnight, blemish, oil,
makeup removal, hydration

They are ideal to **mix and match** with other products too.

Plenaire products have been designed to be **efficient with water** yet still feel extremely luxurious on skin



Plenaire

- We formulate without SLS/SLES, Parabens, Mineral oil/Petrochemicals, Propylene Glycol, PEGs, PABA, Silicones, GMOs, Aluminium, Microbeads, Formaldehyde, Lead or Mercury.
- We have been approved for listings in Goop, Well+ Good, Credo and Poosh.
- 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.
- Finally, our approach is to constantly review our ingredient list on an ongoing basis and take action as new information becomes available.
- Proudly B Corp Certified



Plenaire

ANTHROPOLOGIE



NATURISIMO
Home of ethical beauty

SPACE NK
APOTHECARY LONDON

TROUVA

NORDSTROM

NICHE BEAUTY

HUDSON'S BAY

GLOW · GETTERS

John Bell & Croyden
WIGMORE ST, LONDON

cult
BEAUTY

LIBERTY
LONDON

THE DRUG . STORE

the
detox
market

thirteen lune

POOSH

LACONICUM

MINT GREEN

SAVAGE
BEAUTIES

bløomingdales

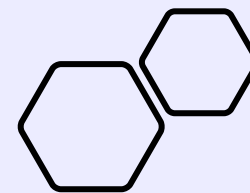
*Plenaire Launch
event
Spring Somerset
House*





- Simple and clean
- Transparency and light
- Free flowing
- Not overly feminine

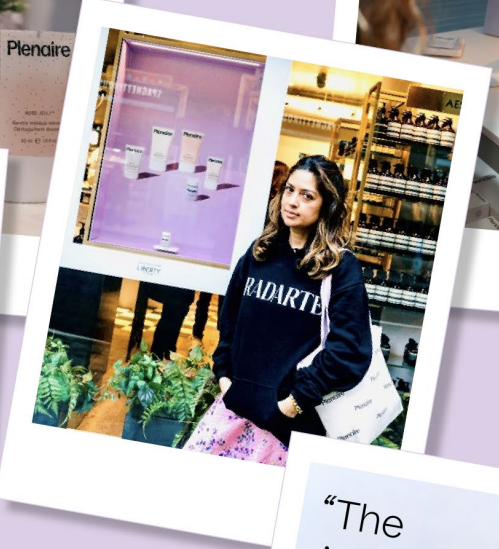
- Elegant and Organic
- Use of natural materials
- Angular more than curves



"The white t-shirt of the beauty industry"
VOGUE



"Plenaire is the new vegan beauty brand promoting positivity"
HUNGER



"The instagrammable skincare brand rivalling Glossier"
REFINERY29







Plenaire

Self-care for the Modern British Bride

Here is our edit of the products every bride should have before, during and after her wedding day.

Plenaire Aesthetique

6 weeks ahead of D day,
get your skin Wedding
Day Ready

“Luxe Rehab for Skin that
needs a refresh”



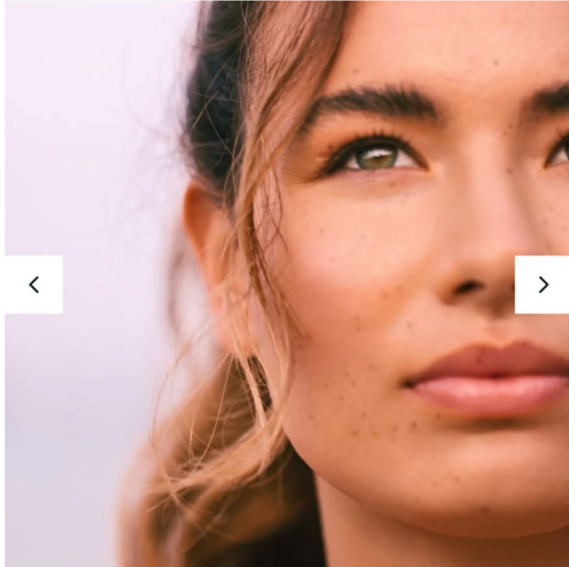
It will be more beautiful than you could ever imagine.
Brighten and deeply exfoliate your skin with the power of pure glycolic acid, offset by virgin African marula, tropical passionflower oil & fragile Japanese cherry, for a deeply hydrated and visibly radiant complexion over time. Day after day, your skin will feel more beautiful than you ever imagined.

[aesthetique mood film](#)

Plenaire

Home > Best Sellers

> Aesthetique : In partnership with Anna Freud



Aesthetique Retexturing Treatment Serum

Bright, refine and deeply exfoliate overnight.

Charitable collaboration

Clean Ingredients

NEW! to Plenaire

UK Made

Sleeping BEAUTY

PLENAIRE's new OVERNIGHT SERUM is designed to REVITALISE, *renew* and RETEXTURISE skin while you SLEEP

A GREAT NIGHT'S sleep is a chance for your body to rest and reboot for the day ahead, and a great night's skincare gives your complexion the opportunity to do the same. Plenaire's Aesthetique is a powerful overnight retexturing treatment, which combines the exfoliating and brightening benefits of alpha-hydroxy acids with a nourishing blend of pure plant oils, leaving skin refreshed, rehydrated and revitalised come morning.

At the heart of Aesthetique, pure glycolic acid deeply exfoliates your skin while you sleep, sloughing away dead and strongly pigmented cells to reveal a brightened and refined complexion day after day. Skin feels smoother to the touch, tone is corrected and radiance is boosted.

Unlike other retexturing serums, Aesthetique also provides excellent hydrating benefits, thanks to the holy trinity of African marula, tropical passionflower oil and borage, alongside fragile Japanese cherry extract. Together these pure plant oils calm, nourish and hydrate skin, ready for each new day.

As with all Plenaire products, Aesthetique is designed to celebrate your unique skin chemistry, encouraging self-care through the ritual of sensorial skincare

and the practice of appreciating yourself, no matter what kind of skin day you're having. Just as with other hero Plenaire products, such as the cult Rose Jelly cleanser or the moisture-boosting Skin Frosting mask, Aesthetique is handmade in small batches in the UK, using clean and 100 per cent vegan ingredients.

And it isn't just about helping you to look and feel your best, Aesthetique is designed to do good for others too.

Ten per cent of profits from the sale of each bottle of Plenaire Aesthetique will go to the Anna Freud Foundation, a charity that supports and advocates for the mental wellbeing of children and young people.

Discover more at Plenaire.co

CAUTION: ONLY USE AS DIRECTED. FOR BEST RESULTS, USE OVERNIGHT. ALWAYS PROTECT YOUR SKIN WITH SPF AND AVOID DIRECT SUN EXPOSURE WHILE USING.



PLENAIRE
Aesthetique Retexturing
Treatment, £39

Plenaire Skin Frosting

Before and During.

The Dewiest “woke up like” this bridal glow

“Better than Botox”

Plenaire



Tune out the World ...in tune into yourself

Developed for dry and sensitive skin, this plant-based intensive moisturizing treatment cocoons your skin, leaving it deeply hydrated, soothed, and nourished.

Plenaire Rose Jelly

During and after.

A bride's best friend.



Be Gentle with yourself
Formulated with mild, sugar-based actives and pure distilled rosewater, this gentle jelly cleanser easily dissolves even stubborn eye makeup and leaves your skin feeling super hydrated and clean without any of the harsh scrubbing. So your skin feels as elevated as your mood.

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Plenaire Violet Paste

Bonus.

During:

A Bride's secret weapon.



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

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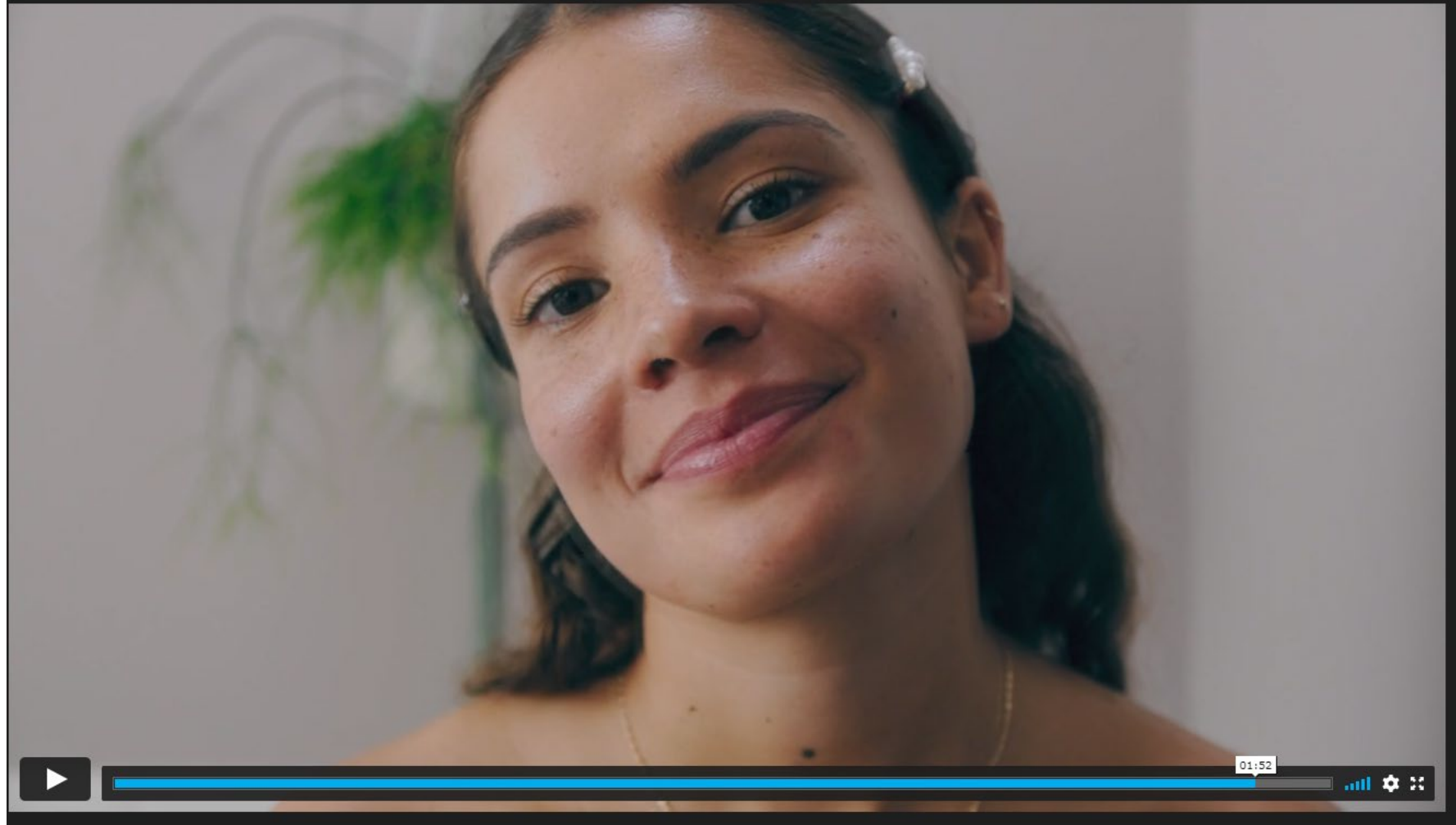
Questions?

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Plenaire Brand Film - website and social





Plenaire
Liberty Launch
2019









Credo Clean Beauty Summit, Los Angeles 2022



*Equinox Members only
Fitness Taster Night,
Kensington London
August 2022*





*HM King Charles
Claridges
November 2024*





