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Fashion and retail

Anna Scaife

HEADING FOR THE TOP



Sarah Brown, founder and director of Pai Skincare

Frustrated at the lack of natural skincare products for her sensitive, allergic skin, Sarah Brown decided to create her own creams. After friends went wild for her range, she set up Pai, now an internationally adored line of luxury skincare products, noted by beauty editors for being organic, hand-made and boasting

beautiful packaging to boot. Brown is enjoying her success with a typically altruistic outlook 'If my products can help people, that, for me, is the ultimate achievement,' she says.