

Time Out

London

Check out

Just Out

1. Pai organic skincare

Created for problem skin, Pai (a Maori word meaning 'goodness') is a new, totally organic range of nourishing skincare. After living with persistently sensitive skin for years, creator Sarah Brown was driven to make her own formulations. Much testing later, the products are finally on sale and due for Soil Association accreditation. Unlike some so-called 'clean' skin ranges, Pai is free from all parabens, petrochemicals and artificial fragrances and colours.

This means that, like perishable food, products (which have a shelf-life of just three to four months) are best kept in the fridge. Brown believes in no-nonsense packaging and up-front transparency so best-before dates are stamped on the packaging and all the ingredients are listed in English as well as Latin. There's even a glossary explaining the benefits of key ingredients such as jojoba, manuka honey and avocado. Choose from four moisturisers: for normal, dry, sensitive and combination complexions (£17.95), an eye cream (£12.95) and lip balm (£4.95).

www.paiskincare.com