

PESTLE — ॐ — MORTAR

A LESS-IS-MORE PHILOSOPHY

Pestle & Mortar is an Irish Skincare Brand which has exploded onto the global skincare market in recent months. The brand founder, Sonia Deasy, entrepreneur and mother-of-five, cites the following as her brand philosophy, her motivations and the inspiration behind her product formulations:

'Fuelled by a desire to simplify multi-step skincare routines and frustrated by the lack of affordable skincare solutions which produced the desired results, I decided to create my own. My immediate family ancestry of six generations of Indian Medicine was instrumental in shaping my vision for Pestle & Mortar. I fused nature with science to create a range of skincare products that provide simple solutions for beautiful skin. My formulation mantra is 'simple, natural, effective & suitable for all'. I believe that daily skincare routines should be simple and provide cumulative benefits with consistent use. The Pestle & Mortar less-is-more philosophy extends throughout every aspect of the brand, from product formulation through to packaging and dispensing mechanisms.'

Products

Currently, there are 7 individual products in the fast-growing Pestle & Mortar range, each the recipient of numerous beauty awards. Each product boasts its own key benefit and active ingredients are cosseted in Deasy's breakthrough synergistic formulations.

Authenticity

Pestle & Mortar is passionate about the science of skincare and passionate about natural healing. Both of these passions are fused in Pestle & Mortar product formulations as science and nature go hand in hand. Having a biochemist as a part of the brand family and having an Indian natural healing heritage lends Pestle & Mortar the license to do this with authenticity. Pestle & Mortar has applied its philosophy of 'simple solutions for beautiful skin' across all aspects of the brand from ingredient formulations through to stunning monochrome



packaging and clever dispensing mechanism

pestleandmortar.com

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For more information please contact caoimhe@pestleandmortar.com

Pestle & Mortar, 1 Cutlery Road, Newbridge, Ireland, (+353) 01/4866240