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RAG Chat Assistant

What do you know about the company Purito?

Purito is a renowned beauty brand specializing in skincare products, particularly popular for its commitment to natural, clean, and sustainable ingredients. Originating from South Korea, the brand emphasizes effective yet gentle formulations that cater to a broad audience, including those with sensitive skin.

Key aspects of Purito include:

- Ingredients:** Utilizes natural and beneficial components like niacinamide (for brightening) and snail mucin (for hydration and repair). They also employ fermentation processes to enhance ingredient efficacy.
- Sustainability:** The brand is eco-conscious, focusing on sustainable practices and packaging, appealing to environmentally aware consumers.
- Cruelty-Free:** Purito is committed to cruelty-free practices, not testing products on animals.
- Product Range:** Offers a variety of skincare essentials such as cleansers, toners, serums, and more. Their product line is suitable for different skin types and concerns.
- Market Presence:** Available globally through online platforms like their e-commerce site and Amazon, with a strong social media presence, especially on Instagram.
- Customer Service:** Known for positive customer experiences, including good handling of returns and shipping.

Purito is positioned as an accessible luxury brand, offering quality products at reasonable prices. Their focus on ethical practices, innovative formulations, and customer satisfaction has built a loyal following among skincare enthusiasts seeking effective and gentle solutions.

Are their products vegan?

Yes, many of Purito's products are **vegan**, but not all of them. The brand uses a variety of natural and clean ingredients in its formulations, and while they avoid harsh chemicals and unnecessary additives, some products may contain animal-derived ingredients such as **snail mucin** (which is an animal byproduct).

Purito does emphasize sustainability and cruelty-free practices, but veganism is not the sole focus of their brand. If you're looking for vegan skincare options, it's best to check each product's ingredient list individually or look for products labeled as "vegan" on their website.

For example, products like the **Cicapair Tiger Grass** collection are vegan-friendly, while others may include animal-derived ingredients. You can find more detailed information about specific products by visiting Purito's official website or checking third-party databases that track vegan and cruelty-free brands.

Which of their serums are best for sensitive skin?

For **sensitive skin**, Purito offers several serums that are gentle, calming, and formulated with soothing ingredients. Here are some of their best options:

1. Cicapair Tiger Grass Serum

- Key Ingredients:** Centella asiatica (tiger grass), panthenol, and allantoin.
- This serum is specifically designed to soothe irritation, reduce redness, and strengthen the skin's barrier. It's gentle enough for sensitive skin types and helps calm inflammation without overwhelming delicate skin.

## 2. Hydrating Solution with Hyaluronic Acid 100

- **Key Ingredients:** Sodium hyaluronate (low molecular weight), niacinamide.
- This lightweight serum provides intense hydration without irritation, making it ideal for sensitive or dry skin. The low molecular weight hyaluronic acid ensures deep penetration without causing tightness.

## 3. BHA Blackhead Clearing Gel

- **Key Ingredients:** Beta-hydroxy acids (salicylic acid), centella asiatica, panthenol.
- While it's formulated to tackle blackheads and excess oil, this serum is gentle enough for sensitive skin due to its low concentration of BHAs. It also contains soothing ingredients like panthenol and ginseng root extract to minimize irritation.

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### Why These Serums Work for Sensitive Skin:

- **Gentle Formulation:** These serums are pH-balanced (around 5.5–6) and free from harsh irritants.
- **Calming Ingredients:** Centella asiatica, panthenol, niacinamide, and allantoin are known for their soothing properties.
- **No Unnecessary Additives:** Purito avoids unnecessary fragrances or alcohol in these serums, reducing the risk of irritation.

### Sensitive Skin Tip:

Before using any new product, especially if you have sensitive skin, it's a good idea to do a patch test. Apply a small amount on your inner arm or behind your ear for 24–48 hours to check for reactions.

Let me know if you'd like more details about these products!

Ask your question here...

