RAG Chat Assistant

What do you know about the company Purito?

Purito is a South Korean skincare brand owned by Hinature Inc., a personal care product manufacturer headquartered in Yeonsu-gu, Incheon, South Korea. The brand was founded in 2017 and focuses on eco-conscious skincare with vegan and cruelty-free formulations. Purito operates as a private brand under Hinature's ownership, maintaining a distinct identity while leveraging the parent company's distribution and operational capabilities.

Key Details About Purito:

1. **Company Size**: Purito is part of a mid-sized organization with 11-50 employees globally.
2. **Product Range**: The brand offers popular product lines such as Centella and Vitamin C, which are exported to 13 EU countries and 7 Middle Eastern nations.
3. **Distribution**: Products are distributed internationally through platforms like Amazon, eBay, and its own global shopping mall, thankyouskin.com.
4. **Sustainability**: Purito emphasizes sustainable practices, including the use of recycled paper packaging and minimizing plastic usage. However, specific details about production volumes or facility sizes are not disclosed.
5. **Ethical Commitments**:
   - **Cruelty-Free**: Purito is certified cruelty-free and appears on PETA's Beauty Without Bunnies list and Cruelty-Free Kitty's approved brands. It does not have Leaping Bunny certification, which would require more rigorous supply chain monitoring and annual audits.
   - **Vegan Formulations**: Approximately 85% of Purito's product line is vegan, with clear labeling for non-vegan formulations containing ingredients like beeswax or honey.
6. **Labor Practices**: Hinature complies with South Korean labor laws, but there are no independent audits of working conditions or wage policies published by the company.

Summary:

Purito is a brand focused on natural ingredients and environmental responsibility, known for its cruelty-free and mostly vegan formulations. While it emphasizes sustainability and ethical practices, some aspects like supply chain transparency and detailed production information remain undisclosed.

Are their products vegan?

Yes, according to the provided information, all the products mentioned from Purito are vegan.

Which of their serums are best for sensitive skin?

Based on the available product information for Purito, there are no serums listed in the details provided. However, several of their other products may be suitable for sensitive skin:

1. **Cica Clearing BB Cream**: Soothing and hydrating with ingredients beneficial for sensitive skin.
2. **From Green Cleansing Oil**: Gentle and formulated to soothe and balance sensitive skin.
3. **Daily Soft Touch Sunscreen**: Contains ceramides and centella asiatica extract, suitable for sensitive skin.
4. **Daily Go-To Sunscreen**: Lightweight and hypoallergenic, ideal for daily use on sensitive skin.

While there are no serums mentioned, these products may offer benefits for those with sensitive skin. If you're specifically looking for a serum, it's advisable to check Purito's full product range or consult their recommendations directly.

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