CarbonSuite & Pai Skincare

Building brand value through transparent, auditable sustainability data.

OBJECTIVES

Pai Skincare is a London-based organic skincare brand known for its commitment to transparency, ethical sourcing, and clean ingredients. As a certified B Corporation, Pai is held to rigorous standards of social and environmental performance, accountability, and transparency. The company needed a solution to efficiently track emissions across its operations and supply chain to validate sustainability claims for products. In addition to internal goals, Pai faces increasing pressure from large retail partners like Sephora to provide auditable ESG data as part of their procurement requirements. Meeting these expectations required a scalable, verifiable, and integrated approach to emissions reporting and supplier engagement.

SOLUTION

CarbonSuite worked with Pai Skincare to fully automate Scope 1, 2, and 3 emissions reporting across the company's operations and value chain. The platform ingested activity data from Pai's NetSuite ERP system to create a centralized, accurate emissions baseline. With CarbonSuite's Value Chain Module, Pai also launched a Supplier Sustainability Program to collect and assess key emissions data from its upstream suppliers. This created a structured and repeatable way for Pai to meet retailer and regulatory demands while driving meaningful action across its supply network.

BENEFITS

Audit-Ready B Corp & Customer Reporting

CarbonSuite delivers emissions reports aligned with global standards, enabling Pai to meet B Corp impact assessment criteria with confidence. The platform also helps fulfill environmental reporting requests from Sephora and other large retailers that require verifiable emissions data. This level of auditability reduces internal reporting burden and improves compliance readiness.

Strengthened Brand Value

By integrating CarbonSuite, Pai strengthened its leadership position as a transparent and purpose-driven brand. The ability to back up sustainability claims with credible, third-party-auditable data enhances customer trust and investor confidence. It also supports marketing and product labeling strategies that differentiate Pai's offerings in a competitive skincare market.

Increased Value Chain Engagement

With CarbonSuite's Value Chain Module, Pai initiated a structured supplier engagement program that encourages emissions measurement and reductions across its supplier base. This not only improved data quality for Scope 3 reporting but also sparked collaboration with suppliers on shared sustainability goals. As a result, Pai is building stronger, more resilient relationships with partners who align with its mission and values.

> ## DANIELLE GRANT
> Head of Product, NDP & Sustainability
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> "As part of our sustainability journey, we needed a carbon accounting solution to validate our B Corp claims and help us commit to meaningful future emission targets. CarbonSuite has been a great solution for us, and it easily integrates with our in-house ERP system. It automated our Scope 1, 2, and 3 emissions reporting, pulling accurate data directly from our NetSuite ERP. Crucially, their Value Chain Module enabled us to launch a Supplier Sustainability Program, collecting vital emissions data from our partners. Now, we have audit-ready reports for B Corp and large global retailers, which significantly strengthens our brand value with verifiable claims. Plus, we've achieved increased value chain engagement, sparking collaboration and building stronger relationships with our suppliers. CarbonSuite has truly been vital in embedding sustainability deeper across our operations."