



caire's 'New' Direction

A recent development in Company ownership now means renewed focus for Aire Natural Science Labs Ltd. We are totally dedicated to airline passenger needs and have stepped aside from the pressures of going into retail. What this means is that we are 100% dedicated to providing the best inflight amenities and bathroom supplies to airlines around the world. Caire - The Inflight Amenity Specialist.

Immediate benefits:

Stock on Hand

We have made a 100% commitment to the airline industry – we are now producing and holding stock of our most popular Caire amenities so that the inevitable fluctuations in passenger numbers can be more easily catered for – either with short term urgent deliveries, or with top up quantities for increased passenger loadings. For example we currently have Facial Mist, Lip Silk and Moisture Silk in stock.



So now even more, if you need high quality amenities to deliver high quality performance with a brand specifically recognized by Premium Passengers worldwide, and you want more than merely cosmetics—think Caire.

ITCA Cologne 2007

Yes Caire will be there! We will be attending the trade show and exhibiting. We want to provide the support, marketing,

samples and latest information directly to you, face to face. We will answer your questions and provide personal input. Things to look forward to include: A NEW RANGE of amenities using our renowned inflight formulations as well as antioxidant properties AND a new Facial Mist AND new bathroom options AND new sizes AND....well you'll just have to come and see !



Passenger's feedback changes caire.

While many businesses are reducing costs, slashing forecasts and cutting corners, we have been busy re-investing. Re-investing in the already well renowned Caire Lip Silk, and here's why...

Passengers often complain of dry, cracked lips and itchy redness around the lip/nose area during their flights. Several days of discomfort and cracked lips after a flight can be the result – not something a passenger wants to remember about their flight! We know that the extremely dry cabin air is the cause. Using a standard or cosmetic stick balm can worsen this dryness and discomfort – that's why we make the specially formulated Caire Lip Silk. Now with many airlines recognizing these, often severe skin problems, regularly occur with their passengers, Caire Lip Silk is an economic and essential part of their inflight passenger health care program.

We needed to ensure passengers were receiving the absolute best product available, so we tested our existing Lip Silk AND we produced NEW formulations that actively soothe and heal. Human testing (not animal) followed with

frequent flyers (including ourselves!) using and testing the various new formulations. The feedback was overwhelmingly positive for one particular formulation of Lip Silk increased levels of special actives by 800%. The result? All Caire Lip Silk from now on will be exactly as frequent flyers have requested with this new formulation. This gives a very special result in the very special aircraft environment. Congratulations to those airlines who recognize the importance of inflight service with their VIP passengers – your Lip Silk is even better!

caire: the inflight amenity specialist