

# DISCOVER THE VALUE OF FARM TO FACE BEAUTY

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# FARM TO FACE TREND

FROM "FARM TO FORK" TO "FARM TO FACE"  
THE BLURRING LINE BETWEEN FOOD AND BEAUTY



# FARM TO FACE TREND

TRANSPARENCY OF ORIGIN IS KEY

The screenshot shows the Cult Beauty website with a search bar and navigation menu. The main article title is "WHY EVERYONE IS TALKING ABOUT FARM TO FACE BEAUTY" dated 30th August. Below the title is a paragraph: "The next generation of 'natural', the Farm to Face movement is taking the beauty industry by storm. With increasing concern from consumers regarding the provenance (and sustainability) of their cosmetics, a growing number of beauty brands are owning the entire formulation process - from seed to serum." Below the text is a photograph of a field of flowers.

The screenshot shows an article titled "From Farm To Face" under the heading "BEST BEAUTY PRODUCTS". It features a photograph of a woman in a blue dress standing in a field. Below the image is a paragraph starting with "Handpicked, cold-pressed, locally sourced... A new generation of natural beauty brands is making local provenance a priority. Lottie Winter tracks down the exacting names choosing the extra mile, in this piece first published in *Vogue's* July 2017 issue, here are some of the best below."



The screenshot shows a website article from "WELT DIGITAL ZEITUNG TV" under the "ICONIST" brand. The article title is "Was hat es mit „Farm to Face“-Kosmetik auf sich?". It includes a sub-header "BEAUTY BEAUTY-TREND" and a date "Veröffentlicht am 28.08.2016 | Lesedauer: 7 Minuten". Below the text is a photograph of hands holding a jar of cosmetic product surrounded by flowers.



# FARM TO FACE TREND

## WHAT DOES FARM TO FACE LOOK LIKE IN SKINCARE

Natural & Organic

Immersive experiences

Eco-Ethical

Environmental friendly

Vegan lifestyle

Cruelty-free

Transparency



Farmacy



Herbivore



Seed phytonutrients



Seed to skin



# FARM TO FACE TREND

## HUMANIZING THE FARM TO FACE STORY GAINS MEDIA ATTENTION



Products from Davines contain ingredients from Slow Food farms. The products show the name and story of the farmer who grows them with care and passion



# ALPAFLOR® FARMERS

IN THE MIDDLE OF THE ALPS











***There, the flowers are ready to be harvested.***







# ALPINE NATURE BEAUTY... MEETS CUSTOMER EXPECTATIONS

Unpolluted area

Purest Air quality index

Pure mountain water

Rich flora

Organic farming :  
0% policy  
on chemicals

Fair trade

Sustainability  
Traceability  
Transparency

High altitude  
cultivation

Phytochemical  
knowledge



# DSM FARM TO FACE CONCEPT

## THE PROGRAM AT A GLANCE



1. Join



2. Create your QR code



3. Show the face



4. Get additional materials with license agreement



# A CHANCE FOR SUSTAINABILITY

RECONNECTING PEOPLE TOGETHER AND TO NATURE







SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION





**BRIGHT SCIENCE. BRIGHTER LIVING.™**