DISCOVER THE VALUE OF FARM TO FACE BEAUTY

LAURENCE COMBEMALE FRANCOIS PAUL CATHERINE TORNAY, IN-COSMETICS APRIL 2019



FARM TO FACE TREND

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





DSM

FARM TO FACE TREND WHAT DOES FARM TO FACE LOOK LIKE IN SKINCARE

Natural & Organic

Immersive experiences

Eco-Ethical

Environmental friendly





HERBIVORE

TRUE

BLUE

Herbivore

Seed phytonutrients

Seed to skin

11 29

Vegan lifestyle

Cruelty-free

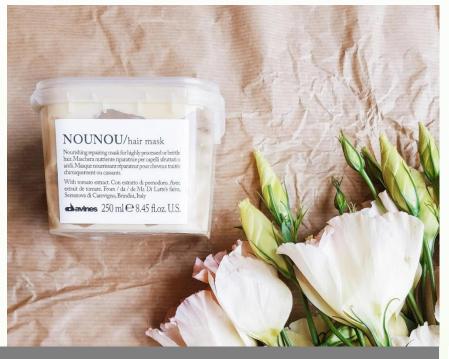
Transparency



4

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

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ALPAFLOR® FARMERS IN THE MIDDLE OF THE ALPS







There, the flowers are ready to be harvested.



Purest Air quality index

ALPINE NATURE BEAUTY... MEETS CUSTOMER EXPECTATIONS

Pure mountain water

Unpolluted area

Rich flora

Organic farming : 0% policy on chemicals Fair trade

High altitude cultivation

Sustainability Traceability Transparency

Phytochemical knowledge

DSM FARM TO FACE CONCEPT THE PROGRAM AT A GLANCE





A CHANCE FOR SUSTAINABILITY RECONNECTING PEOPLE TOGETHER AND TO NATURE







BRIGHT SCIENCE. BRIGHTER LIVING.™