
CO-MADE

AND FRESHLY PREPARED BY



*Hannah de Boer, Nola Lawless, Alyssa Navia,
Amanda Raus, Thomas Reedman, Catherine Velazquez*

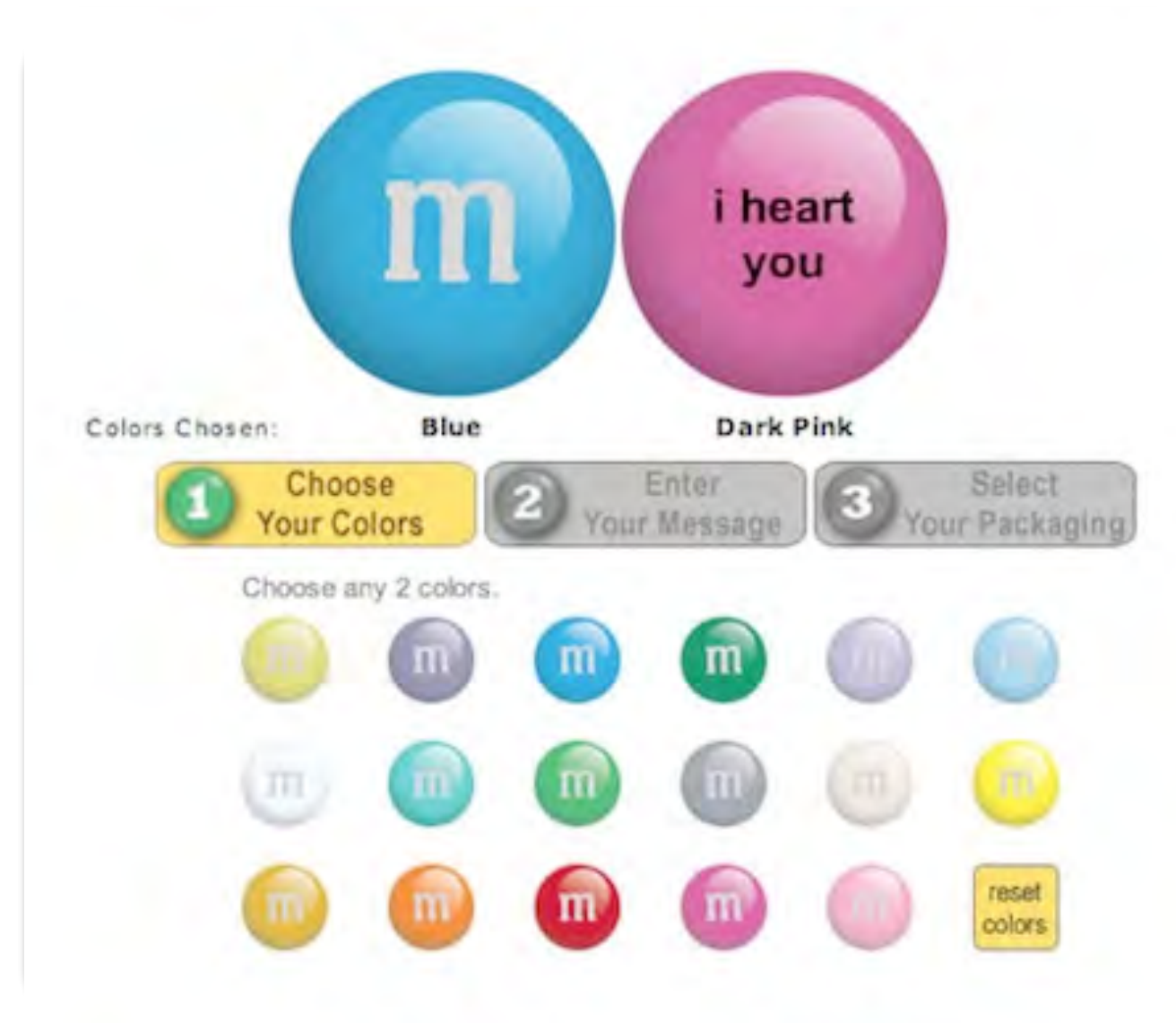
— — — — —
THE RISE OF NATURAL
— — — — —



RISE OF TRANSPARENCY



RISE IN CUSTOMIZATION



RISE IN DIY



— — — — —
MEET JENNIFER
— — — — —

Green Goddess
+
Customized Curator



SKINCARE PERCEPTION MAP

High Touch Luxury

100%
Natural

Synthetic

fresh.

Kiehl's
SINCE 1851

LA MER
SK-II

LANCÔME
PARIS
ESTÉE LAUDER

TATA HARPER
A Fresh Start in Skin Care

ORIGINS
Powered by Nature.
Proven by Science.

L'OCCITANE
EN PROVENCE

CLINIQUE

Elizabeth Arden
NEW YORK

JOSIE MARAN
Luxury with a Conscience.

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

CLARINS
PARIS

Jurlique

OLAY

L'ORÉAL
PARIS

yes to

LUSH
FRESH HANDMADE COSMETICS

LE COUVENT des MINIMES
Natural Skincare Recipes

THE
BODY
SHOP

Take care.
GARNIER

Neutrogena

simple.

Bioré

Neutrogena
naturals

St. Ives
FRESH, BETTER, NATURALLY.

Clean & Clear

Low Touch Mass Market

FRESH



Artisanal Spirit

A New Discovery with Every Experience



Natural-Born Pioneers

Pioneered natural ingredients with modern technology to offer an indulgent and effective experience

FRESH BUSINESS PERFORMANCE

NPD Estimated FY 2014: \$90 MM, +41.2% vs LY



Facial Skincare

71%



Lip Care

28%



Sets & Gifting

15%



Fragrance

8%



Haircare & Bodycare

6%

FRESH FAVORITES



Masks

26%

Lip Balm

21%

MARKET OPPORTUNITY



Fastest growing skincare category:
US +58% (vs ttl skincare +2%)

— — — — —
A NEW OPPORTUNITY
— — — — —



Green/Natural Space



Standardized

Made to Order



GROCERY PERCEPTION MAP

High Touch Luxurv

100%
Natural

Generic



Low Touch Mass Market

— — — — —
A PERFECT PAIRING
— — — — —

High Touch Luxurv

fresh



100%
Natural

Generic

Low Touch Mass Market

WHOLE FOODS MARKET



Whole Foods, Whole People, Whole Planet

Our vision reaches beyond food retailing. In fact, our deepest purpose as an organization is helping support the health, well-being, and healing of both people — customers, Team Members, and business organizations in general — and the planet.

BUSINESS OVERVIEW



2014 Sales

\$14.2B

+10%

CUSTOMIZATION INSPIRATION



WHOLE BODY



“What you put
on your body is as important as
what you put in your body.”

“The same high standards are
applied to our food and
personal care products.”

INSIGHT

“The Food Industry is less heavily regulated than the Beauty Industry...”

*Amisha Patel, Givaudan



CO-MADE

FRESHLY PREPARED

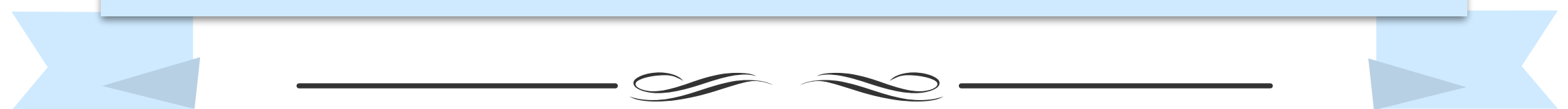
WE INTRODUCE TO YOU...



Farm *to* Fresh



Hand-crafted Customized Masks



FRESHLY MIXED FOR YOU BY:

WHOLE FOODS & *fresh*
M A R K E T

OUR MISSION



Farm *to* Fresh

At Farm to Fresh, we are committed to offering our patrons natural, hand crafted customized masks. Using the highest food-grade quality ingredients and effective skincare technology, Farm to Fresh creates masks that engage the senses and are good enough to eat.



PRODUCT ARCHITECTURE

Hydrating Natural Yogurt Base

WHOLE FOODS
MARKET



— ~ ~ —
PRODUCT ARCHITECTURE
— ~ ~ —

Food Grade Quality Fresh Ingredients

— ~ ~ —
WHOLE FOODS
MARKET

— — — — —
PRODUCT ARCHITECTURE
— — — — —



— — — — —
Fresh Signature Skincare Boosters
— — — — —

fresh

PRODUCT ARCHITECTURE



Decorated Fresh Ceramic Jar

fresh



Secondary Ingredient Labels

fresh

PRODUCT ASSORTMENT

Strawberry & Kale Renewing Mask

An exfoliating renewing mask made with fresh strawberries and kale that brightens and restores radiance



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

PRODUCT ASSORTMENT

Blueberry & Cucumber Dark Spot Correcting Mask

A soothing dark spot correcting mask
made with fresh blueberries and
cucumber that removes dark spots,
hydrates and soothes



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

PRODUCT ASSORTMENT

Witch Hazel & Apple Pore Minimizing Mask

A clarifying pore refining mask made with hand picked witch hazel and apples that removes toxins and minimizes pores



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

PRODUCT ASSORTMENT

Oatmeal & Banana Hydrating Mask

A hydrating mask made with oatmeal
and fresh bananas that softens and
restores moisture



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

PRODUCT ASSORTMENT

Chia Seed & Green Tea Age Defying Mask

An age defying mask made with chia seeds
and green tea that reduces the appearance of
fine lines



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

NEW YORK SEASONAL EXCLUSIVE

Pumpkin Renewing Mask

A hydrating and renewing mask made
with locally sourced pumpkin that
softens and soothes



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

CALIFORNIA SEASONAL EXCLUSIVE

Avocado Anti-oxidant Hydrating Mask

A hydrating vitamin rich mask with
locally sourced avocados that
moisturizes and renews



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

TEXAS SEASONAL EXCLUSIVE

Prickly Pear Soothing Mask

A hydrating and soothing mask made with
locally sourced prickly pear that softens
hydrates and soothes



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

FLORIDA SEASONAL EXCLUSIVE

Mango Hydrating Mask

A hydrating and vitamin rich mask with locally sourced mango to hydrate smooth renew skin



On Counter Date: 10/1/2015

Size: 50mL, 1.6 oz

SRP: \$24.00

PRICING RATIONALE



PRICING RATIONALE



\$49.00
100ml

\$0.49/ml



\$24.00
50ml

\$0.49/ml



\$130.00
100ml

\$1.30/ml

DISTRIBUTION

4 DISTRIBUTION CHANNELS



Lab-in-Shop

Top 10% of Stores



Pop-Up Lab

Regional Eventing



Micro-Lab

In-Store Pick-Up



Surprise-Lab

Test Markets

LAB-IN-SHOP



INTEGRATED MARKETING PLAN



ENCOMPASS CUSTOMER MODEL



ENGAGE



EDUCATE



EXPERIENCE

— — — — —
EVENTING STRATEGY
— — — — —



SURPRISE LAB

Farm to Fresh

Featured
Seasonal Mask

Product grid featuring various items: fresh vegetables (broccoli, tomato), grains (oats, banana), herbs, and several 'Farm to Fresh' mask packages.

Farm to
Fresh

Natural
Freshly Prepared
Hand-Crafted
Customized
Masks



TARGETED EMAIL STRATEGY



COME EXPERIENCE THE NEWEST SKIN CARE INNOVATION FROM



Farm to Fresh

HAND CRAFTED & CUSTOMIZED MASKS
FOOD-GRADE, NATURAL INGREDIENTS
LOCALLY SOURCED INGREDIENTS
GOOD ENOUGH TO EAT

ENJOY A COMPLEMENTARY CONSULTATION AND CUSTOMIZED SAMPLE

FRESHLY MIXED FOR YOU BY
fresh & **WHOLE FOODS**

COME EXPERIENCE THE NEWEST SKIN CARE INNOVATION FROM



Farm to Fresh

HAND CRAFTED & CUSTOMIZED MASKS
EFFECTIVE SKIN CARE TECHNOLOGY WITH FRESH BOOSTERS
ENGAGE YOUR SENSES AND TREAT YOUR SKIN



ENJOY A COMPLEMENTARY CONSULTATION AND CUSTOMIZED SAMPLE

FRESHLY MIXED FOR YOU BY
fresh & **WHOLE FOODS**



PR KICK-OFF



ENCOMPASS CUSTOMER MODEL



ENGAGE



EDUCATE



EXPERIENCE

COMPREHENSIVE MICROSITE

Email Sign Up • Sign In • Find A Store

Farm to Fresh

Hand-crafted, Customized Masks



<p>Apple & Witch Hazel Pore Refining</p> <p>Discover More</p>		<p>Oatmeal & Banana Hydrating</p> <p>Discover More</p>		<p>Chia Seed & Green Tea Age Defying</p> <p>Discover More</p>
	<p>Strawberry & Kale Renewing</p> <p>Discover More</p>		<p>Blueberry & Cucumber Dark Spot Correcting</p> <p>Discover More</p>	

 <p>Learn more about our farmers</p>	 <p>Learn more about our safety measures</p>	 <p>Discover the power of yogurt</p>
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Customer Service • Contact Us • About

Email Address Join Mailing List



ENCOMPASS CUSTOMER MODEL



ENGAGE



EDUCATE



EXPERIENCE

PERSONAL BEAUTY ARTISAN



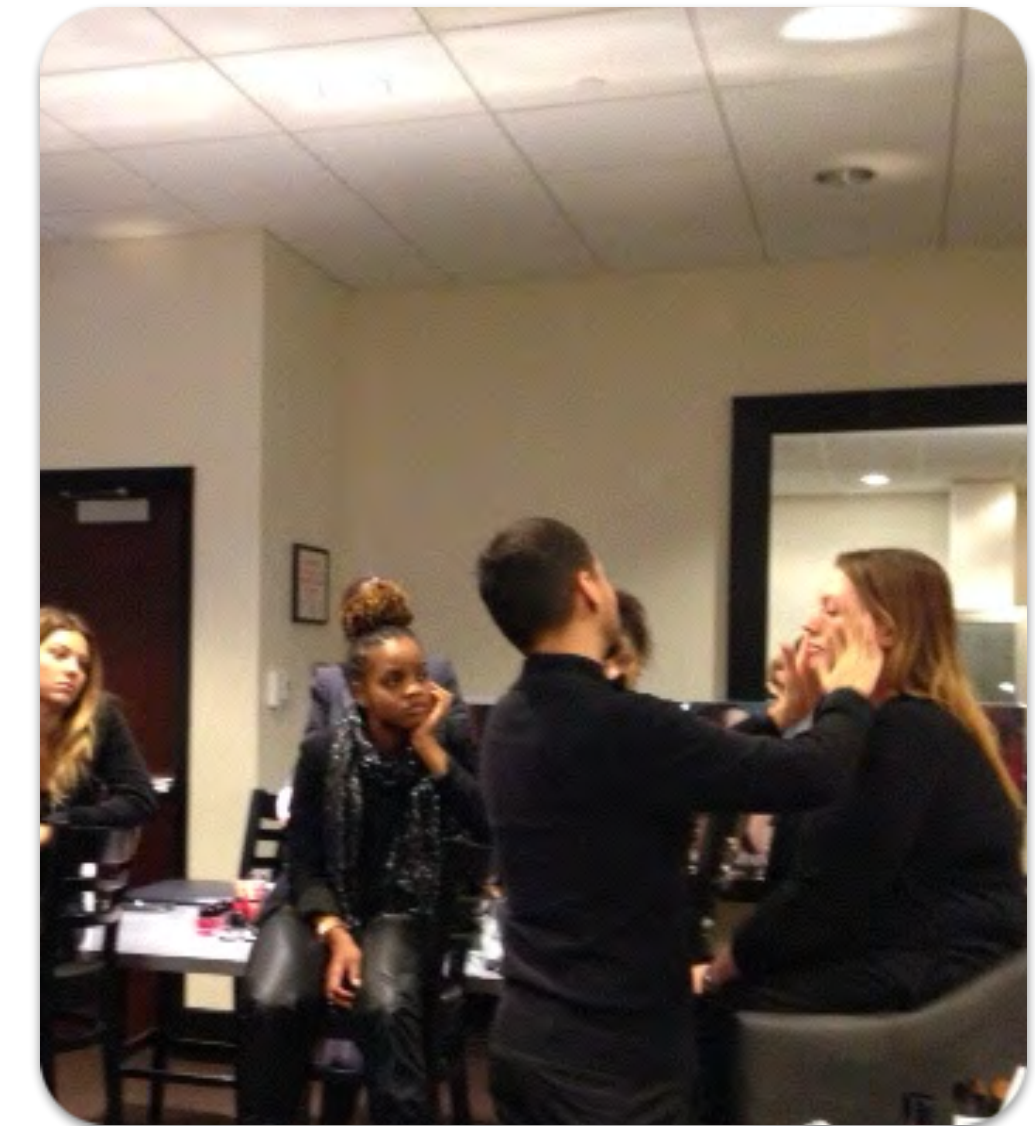
EDUCATION & TRAINING



Product
Mixing School



Ongoing On-counter
iPad Training



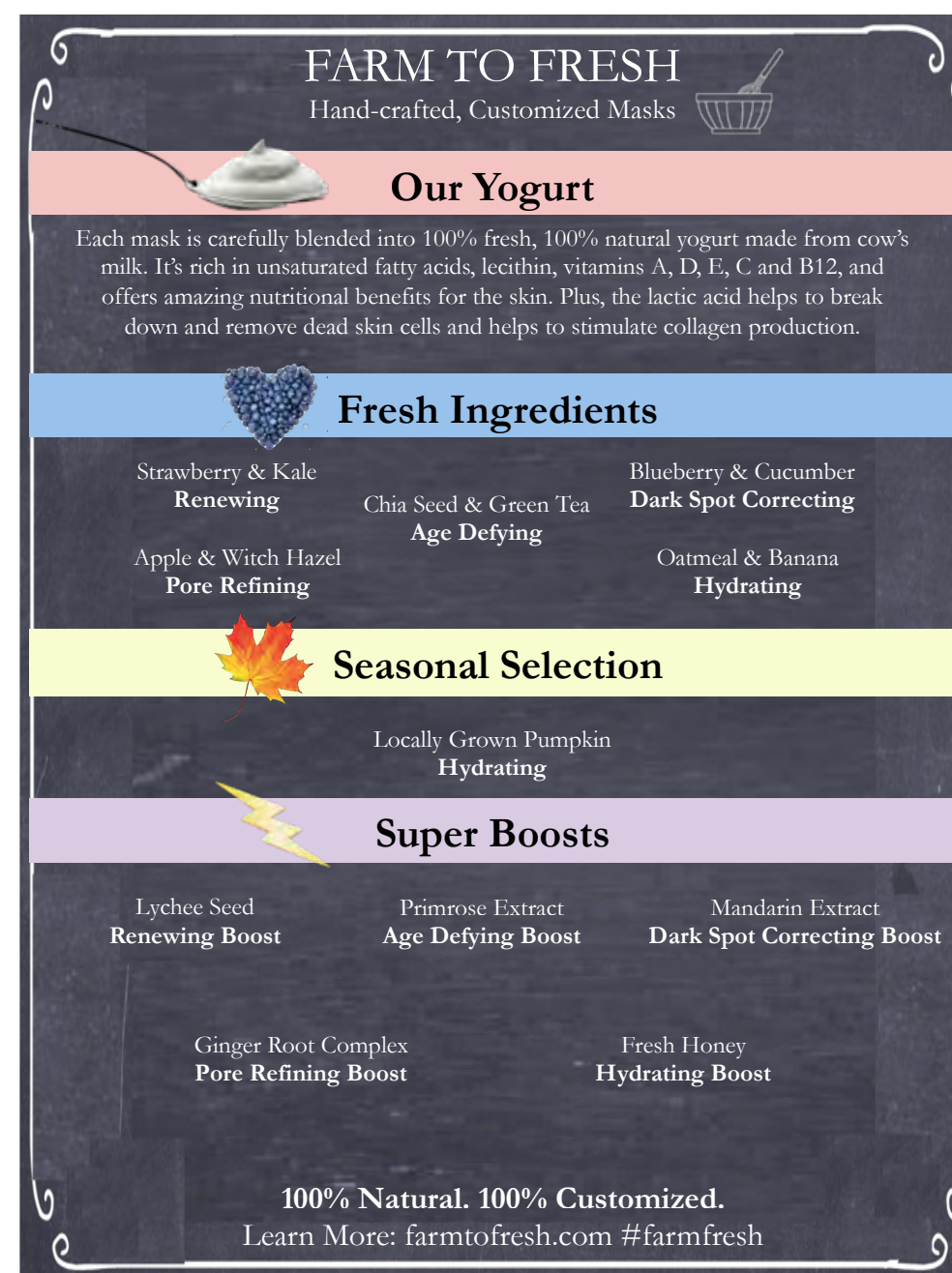
Basic & Expert
Skincare Training

CUSTOMIZED SELLING TOOLS

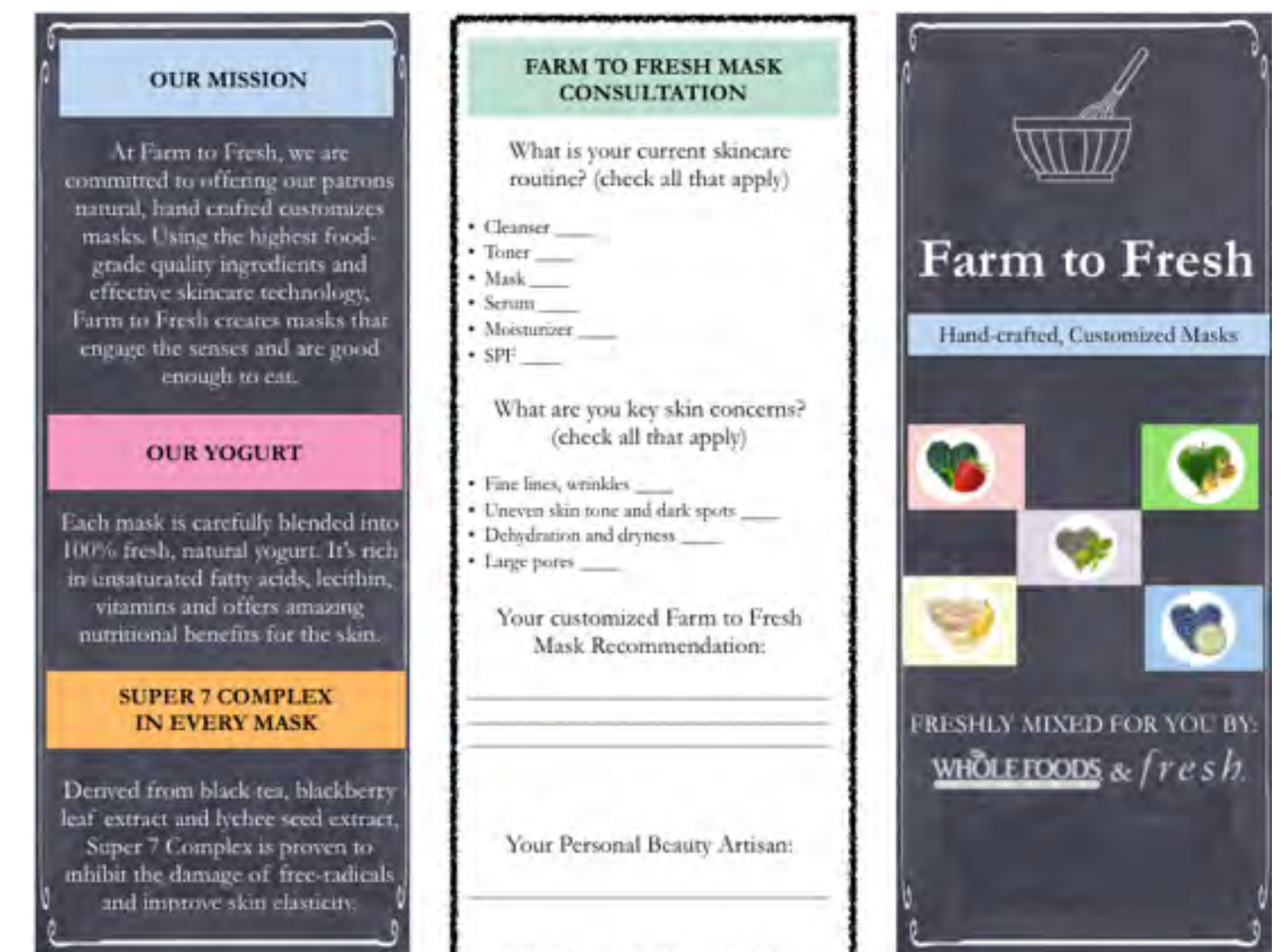
Farm to Fresh relies on the Personal Beauty Artisan to create a high-touch and customized selling experience



iPAD with Branded Content



Product Recipe Guide



Consultation Tool

SAMPLING

Engage the senses with quality you can taste and feel



MERCHANDISING

MERCHANDISING

- Easy to navigate
- Cohesive ingredient storytelling
- Feature highlights of local farmers for season regionals



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EARTH MINDED REFILLING
— — — — —



COMMUNITY BENEFITS



ENCOMPASS CUSTOMER MODEL



ENGAGE



EDUCATE

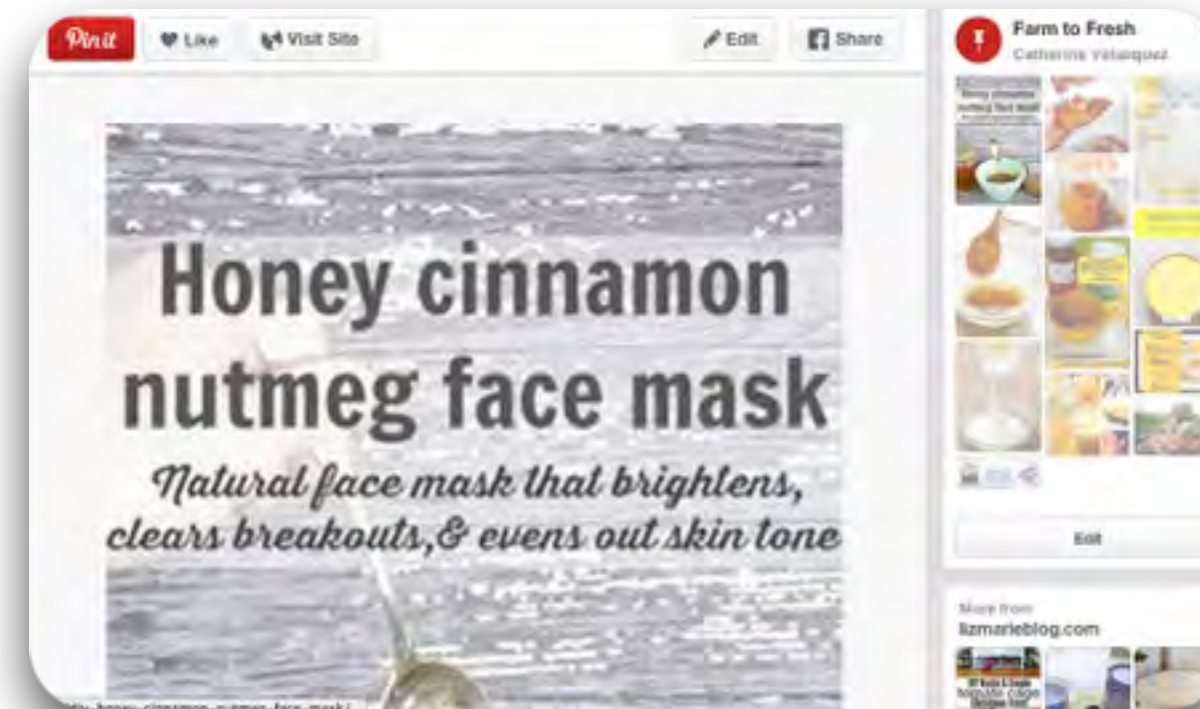


EXPERIENCE

SOCIAL BEAUTY REVOLUTION



Leverage Existing
Social Capital



Build Customer
Advocacy



Clean Beauty
Revolution

FEASIBILITY



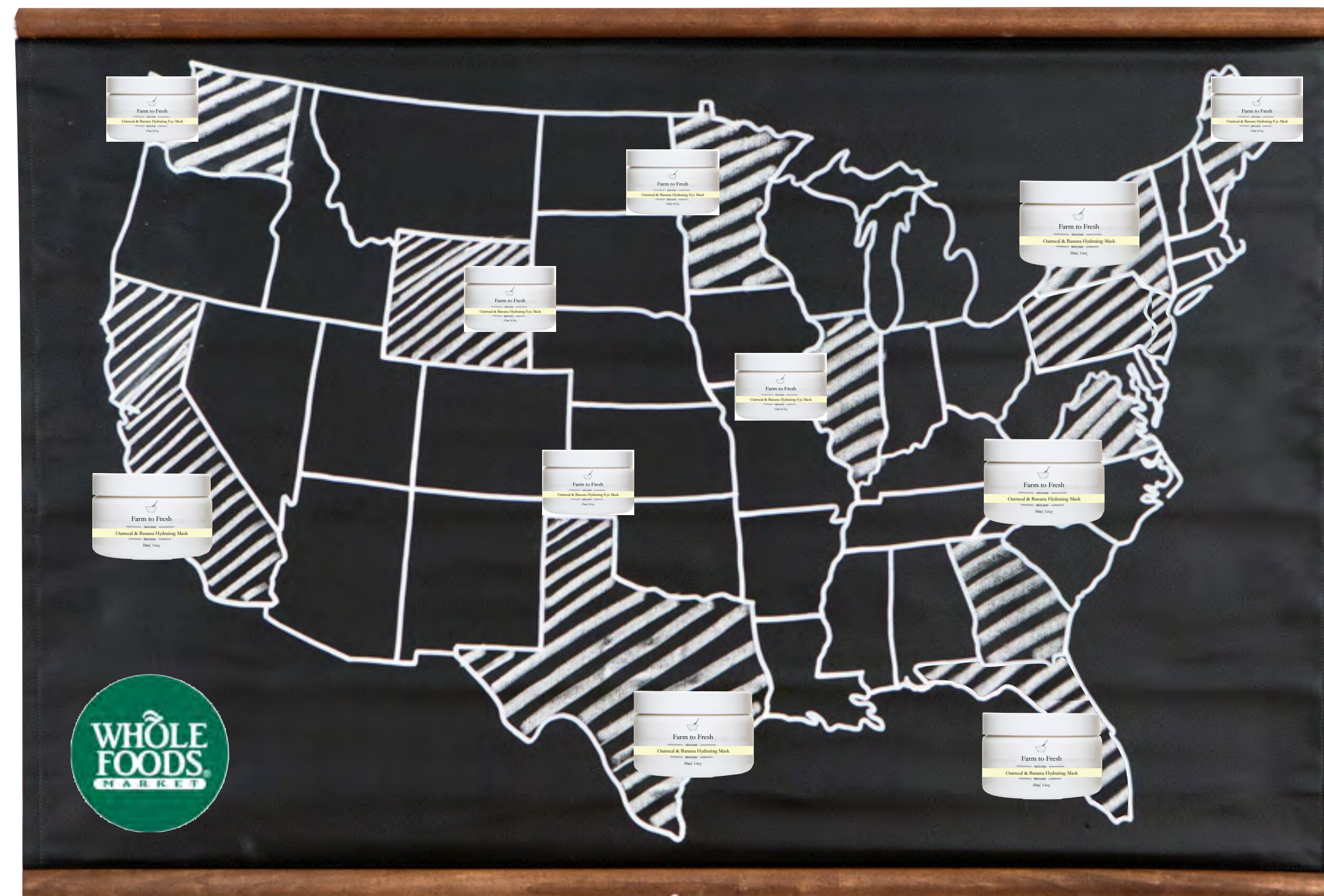
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YEAR 1
— — — — —



Net Sales: \$4.3M

Operating Income: -\$1.2M

YEAR 2



Net Sales: \$9.2M

Operating Income: \$937K

YEAR 3



Net Sales: \$15.7M

Operating Income: \$4.7M, 30% Profit Margin

MUTUAL BENEFITS

Enhanced Experience



Validated Transparency



Increased Awareness

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THANK YOU



Farm *to* Fresh

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