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

Transparency is the new Green.
RISE IN CUSTOMIZATION
RISE IN DIY

entrepreneur
artfire ladies
marketplace indie craft
Etsy Shop Help
indiepreneur Etsy biz tips handmade
a weekly post to help boost your indie biz

Diy Glittered Fridge Magnets
MEET JENNIFER

Green Goddess + Customized Curator
SKINCARE PERCEPTION MAP

100% Natural

High Touch Luxury

Fresh
Kiehl’s
Josie Maran
Jurlique
Tata Harper
Origins
F occitane
Aveda

Low Touch Mass Market

Lancôme
Estée Lauder
La Mer
SK-II
Clinique
Clarins
Elizabeth Arden

L’Oréal Paris
Olay
Garnier
Neutrogena
Bioré
Clean & Clear

Synthetic
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 Luxury

100% Natural

Generic

Target

Low Touch Mass Market
A PERFECT PAIRING

High Touch Luxury

100% Natural

Generic

Low Touch Mass Market

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

*Amisha Patel, Givaudan*
CO-MADE

FRESHLY PREPARED

WE INTRODUCE TO YOU...
FRESHLY MIXED FOR YOU BY:

Hand-crafted Customized Masks

Wholesale Foods Market & fresh
OUR MISSION

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
PRODUCT ARCHITECTURE

Food Grade Quality Fresh Ingredients
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strawberry &amp; Kale Renewing Mask</td>
<td>Farm to Fresh</td>
</tr>
<tr>
<td>Blueberry &amp; Cucumber Dark Spot Correcting Mask</td>
<td>Farm to Fresh</td>
</tr>
<tr>
<td>Witch Hazel &amp; Apple Pore Minimizing Mask</td>
<td>Farm to Fresh</td>
</tr>
<tr>
<td>Oatmeal &amp; Banana Hydrating Mask</td>
<td>Farm to Fresh</td>
</tr>
<tr>
<td>Chia Seed &amp; Green Tea Age Defying Mask</td>
<td>Farm to Fresh</td>
</tr>
</tbody>
</table>

**Decorated Fresh Ceramic Jar**

**Secondary Ingredient Labels**
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

Kiehl's

KORRES

GLAMGLOW

fresh

Dior

Farm to Fresh

ORIGINS

LUSH

$20 $40 $60 $80 $100
PRICING RATIONALE

$49.00
100ml

$0.49/ml

$24.00
50ml

$0.49/ml

$130.00
100ml

$1.30/ml
DISTRIBUTION

4 DISTRIBUTION CHANNELS

- Whole Foods Stores
- Fresh Eventing Stores
- Online Service Shop
- Concept Pop-Up Shops

Lab-in-Shop
Pop-Up Lab
Micro-Lab
Surprise-Lab

Top 10% of Stores
Regional Eventing
In-Store Pick-Up
Test Markets
INTEGRATED MARKETING PLAN
ENCOMPASS CUSTOMER MODEL

ENGAGE

EDUCATE

EXPERIENCE
EVENTING STRATEGY

Come Experience a New Beauty Innovation from Farm to Fresh

Natural Freshly Prepared Customized
PR KICK-OFF
COMPREHENSIVE MICROSITE

Farm to Fresh
Hand-crafted, Customized Masks

Apple & Witch Hazel
Pore Refining

Oatmeal & Banana
Hydrating

Chia Seed & Green Tea
Age Defying

Strawberry & Kale
Renewing

Blueberry & Cucumber
Dark Spot Correcting

Learn more about our farmers

Learn more about our safety measures

Discover the power of yogurt

Customer Service • Contact Us • About

Email Address • Join Mailing List
ENCOMPASS CUSTOMER MODEL

ENGAGE

EDUCATE

EXPERIENCE
PERSONAL BEAUTY ARTISAN
CUSTOMIZED SELLING TOOLS

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

Engage the senses with quality you can taste and feel
MERCHANDISING

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

Farm to Fresh
COMMUNITY BENEFITS
ENCOMPASS CUSTOMER MODEL

ENGAGE

EDUCATE

EXPERIENCE
Social Beauty Revolution

Did you know?
Kale is a great addition to

Leverage Existing Social Capital

Build Customer Advocacy

Clean Beauty Revolution
FEASIBILITY
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
SOURCES


[De Boer, Lawless, Navia, Raus, Reedman & Velazquez], [Consumer Insights Survey], https://www.surveymonkey.com/s/V2RR8QY (last visited [December 2, 2014])


THANK YOU

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