

FOOD FOR SKIN

Food for Skin goes beyond skincare as usual.

We create premium natural skincare with higher standards for quality, transparency and sustainability.

For skin, people and planet.





OUR STORY

Two sisters on a mission.

After a frustrating personal search for skincare that truly worked – without harmful fillers, misleading claims, or an unnecessary environmental footprint – Cathy and Angela founded Food for Skin.

Their mission: prove that effective skincare can be simple, honest and kind to the planet.

Cartier Women's Initiative – first prize

B Corp 2023

Dutch Beauty Award 2x Gold

4.7★ · 1,255+ reviews

Cartier
WOMEN'S
INITIATIVE



Less, but better.

1 **100% natural bioactives**

Vegetables, fruit, plants and seeds. Zero microplastics, parabens or synthetic fragrance. No fillers, no water as base.

2 **Barrier-first formulas**

Every product is designed to strengthen the skin barrier, not strip it. Proven actives, concentrated and pure.

3 **A 3-step routine**

Cleanse → Nourish → Protect. No 12-step complexity. Skiminalism as a philosophy, not a marketing trend.

4 **Responsible by design**

20% upcycled ingredients. 100% recyclable packaging. Produced in Netherlands & Italy. B Corp certified since 2023.

THE RANGE

A complete barrier-first routine.



Step 1 — Cleanse

Carrot Cleanser

Oil cleanser with beta-carotene. Removes impurities, restores barrier.



Step 2 — Nourish

Serums

Cucumber · Pumpkin · Avocado. Pure bioactives.



Step 3 — Protect

Tomato Base Cream

All-in-one day & night cream. Lycopene-rich. Our bestseller.



SPF 30 Sunscreen

100% mineral. No white cast. Friend of the Sea certified.

Most responsible
sunscreen in Europe -
Justenough



What's in and what's out.

IN

- ✓ 100% natural bioactives
- ✓ Vegetables, fruit, plants & seeds
- ✓ Upcycled ingredients (~20%)
- ✓ Organic where possible
- ✓ Miron Violet glass (50% recycled)
- ✓ Produced locally (NL & IT)

OUT

- ✗ Microplastics
- ✗ Synthetic fragrance (parfum)
- ✗ Parabens
- ✗ Water/aqua as main filler
- ✗ Unnecessary additives
- ✗ Greenwashing



FOOD
FOR
SKIN

sprinkly nutrient sunscreen

SPF 30

white nourishing - vegan
water resistant - reef friendly
100% natural ingredients - paraben free

FOOD
FOR
SKIN

carrot cleanser
facial cleansing oil

FOOD
FOR
SKIN

apple peeling
renewing exfoliant

FOOD
FOR
SKIN

tomato & honey mask
facial day and night cream

FOOD
FOR
SKIN

apple peeling
renewing exfoliant

Responsible by design.

B Corp

Certified since 2023

~20%

upcycled ingredients

100%

recyclable packaging

1%

revenue → Plastic Soup Foundation

Local production

~90% European ingredients. Produced in the Netherlands & Italy. CO₂ footprint minimised.

Upcycling

Pumpkin seed oil from Dutch agricultural waste. 30-50% less CO₂ vs virgin ingredients.

Packaging

Miron Violet glass, 50% recycled, 50% less CO₂ than standard glass. 100% recyclable.

Social impact

Partners: Boro Atelier (burn-out recovery), Sheltersuit Foundation, Plastic Soup Foundation.

SOCIAL PROOF

4.7 stars. Industry-recognised.

4.7

out of 5

1,255+ verified reviews

82% five-star



As seen in:

nu.nl · BinnensteBuiten · ELLE ·
Dutch Beauty Award · VOGUE ·
Harper's Bazaar · Libelle

"Satisfied for years! No nonsense products, simple and pleasant for my skin."

Pauline - Tomato Base Cream

"Finally found it after years of searching! No white haze, all natural."

Marieke B. - SPF 30 Sunscreen

"So simple to use. Skin is soft, dry spots have disappeared."

Rianne v.L. - Proefset Avocado





THE CONSUMER

Who she/he is.

(picture of real customers)

AGE	25 – 85
MINDSET	Conscious, values transparency & simplicity
SKINCARE GOAL	Healthy barrier, calm skin – fewer products
VALUES	Natural ingredients, sustainability, honest brands
BEHAVIOUR	Reads INCI lists, sceptical of big claims, researches
DISCOVERS VIA	Instagram, TikTok, word of mouth

What we bring to retail

1 A unique clean story

Vegetable bioactives + upcycled ingredients. No competitor on the Douglas shelf tells this story.

4 Loyal community

Strong Dutch D2C base and engaged Instagram/TikTok following. Organic ambassadors ready to activate in-store.

2 Award-winning credibility

Cartier Women's Initiative, first prize!
Most responsible sunscreen – justenough
Dutch Beauty Award 2x gold.
B Corp certified.
1,255 reviews at 4.7★.
A brand customers trust instantly.

5 Proven bestsellers

Tomato Base Cream and Carrot Cleanser have strong reorder rates.
Trial sets drive gifting and discovery.

3 Responsible packaging

Miron Violet glass (50% recycled).
Mono-material PP.
100% PCR sunscreen.
100% PCR shower oil bottle.

6 Founder-led brand

Two sisters with an authentic mission. Ideal for in-store events, brand storytelling and content partnerships.



40% of first-time
customers return for
a second order.

Well above the 25-30% e-commerce benchmark.

NEXT STEPS

Let's talk!



angela@foodforskin.care · foodforskin.care

CLEANSER

Carrot Cleanser

Repairing Oil Cleanser



50 ml — €36.50 · 100 ml — €65.00

- Super mild, nourishing and restorative cleansing oil
- Gentle on the skin and eyes
- Contains natural provitamin A (from carrot) and vitamin E
- Mild anti-aging effect through antioxidants

INCI

Helianthus Annuus (Sunflower) Seed Oil, Prunus Amygdalus Dulcis (Almond) Oil, Ricinus Communis (Wondertree) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Daucus Carota Sativa (Carrot) Root Extract, Tocopherol (Vitamin E), Elettaria Cardamomum (Cardamom) Seed Oil, Cymbopogon Flexuosus (Lemongrass) Oil, Commiphora Myrrha (Myrrh) Oil, Citral*, Geraniol*, Linalool*, Limonene* (*naturally present in essential oils, not added)

SERUM

Cucumber Serum

Soothing



30 ml — €38.50 · 60 ml — €68.50

- For troubled, sensitive skin
- Suitable for blemishes, redness, breakouts
- Rich in essential fatty acids and squalane with calming plant extracts
- Leaves skin super soft and even

INCI

Cucumis Sativus (Cucumber) Seed Oil, Oryza Sativa Bran (Rice) Oil, Avena Sativa (Oat) Kernel Oil, Squalane (Sugarcane), Brassica Oleracea Italica (Broccoli) Seed Oil, Bisabolol (Sugarcane), Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

SERUM

Pumpkin Serum

Strengthening



30 ml — €38.50 · 60 ml — €68.50

- Refines fine lines
- Makes the skin smooth and soft, restores elasticity
- Rich in essential fatty acids from pumpkin and seed oils
- With Q10 and antioxidants that help strengthen the skin barrier

INCI

Cucurbita Pepo (Pumpkin) Seed Oil, Borago Officinalis (Borage) Seed Oil, Salvia Hispanica (Chia) Seed Oil, Brassica Oleracea Italica (Broccoli) Seed Oil, Bisabolol (Sugarcane), Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Ubiquinone (Q10)

SERUM

Avocado Serum

Deeply Nourishing



30 ml — €38.50 · 60 ml — €68.50

- Very nourishing facial serum with elderberry and oat oil
- For mature skin (55+) or very dry skin
- Restores the elasticity and moisture balance of the skin
- Rich in fatty acids from avocado and seed oils, with Q10 and turmeric

INCI

Persea Gratissima (Avocado) Oil, Cannabis Sativa (Hemp) Seed Oil (for external use only, contains no CBD/THC), Sambucus Nigra (Elderberry) Seed Oil, Avena Sativa (Oat) Kernel Extract, Brassica Oleracea Italica (Broccoli) Seed Oil, Borago Officinalis (Borage) Seed Oil, Bisabolol (Sugarcane), Curcuma Xanthorrhiza Root Extract, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Ubiquinone (Q10)

DAY & NIGHT CREAM

Tomato Base Cream

Day and Night Cream



50 ml — €39.50 · 100 ml — €70.00

- Day and night cream for all genders, ages and skin conditions
- Natural face cream full of antioxidants from tomato (provitamin A) and vitamin E
- Nourishes the skin with vitamins and minerals for soft, supple skin
- Protects against weather influences and air pollution



INCI

Solanum Lycopersicum (Tomato) Fruit Juice, Solanum Lycopersicum (Tomato) Seed Oil, Persea Gratissima (Avocado) Oil, Brassica Oleracea Italica (Broccoli) Seed Oil, Glycerin, Polyglyceryl-2-stearate, Butyrospermum Parkii (Shea) Butter, Solanum Lycopersicum (Tomato) Fruit Extract, Glyceryl Stearate, Stearyl Alcohol, Citric Acid, Benzylalcohol, Elettaria Cardamom Seed Oil, Amorphophallus Konjac Root Extract, Ectoin, Tocopherol, Commiphora Myrrha Oil, Sodium Benzoate, Cymbopogon Flexuosus Oil, Citral*, Dehydroacetic Acid, Helianthus Annuus Seed Oil, Potassium Sorbate, Aqua, Limonene*, Linalool*, Geraniol*, Farnesol*, Citronellol* (*naturally present, not added)

PEELING

Apple Peeling

Mild Exfoliant



30 ml — €40.00

- Removes dead skin cells and impurities
- Stimulates cell renewal and has a firming effect
- Reduces the visibility of pigmentation spots and fine lines
- Contains natural fruit acids (AHAs) from apple and citrus

INCI

Aloe Barbadensis (Aloe Vera) Leaf Juice, Citric (Lemon) Acid, Pyrus Malus (Apple) Fruit Extract, Tartaric Acid, Hydroxyethylcellulose, Citrus Limon (Lemon) Fruit Extract, Vitis Vinifera (Grape) Fruit Extract, Triticum Vulgare (Wheat) Germ Extract, Sodium Benzoate, Polyglyceryl-4 Caprate, Potassium Sorbate

EYE CREAM

Rocket Eye Cream

Refreshing Eye Cream

15 ml — €35.00



- Firms the skin around the eyes
- Reduces fine lines
- Intensely hydrates the skin
- Reduces dark circles and puffiness — with hyaluronic acid and caffeine

INCI

Aloe Barbadensis Leaf Juice, Caprylic/Capric Triglyceride, Glycerin, Isoamyl Cocoate, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Aqua, Microcrystalline Cellulose, Chenopodium Quinoa Seed Extract, Cetearyl Glucoside, Gluconolactone, Citric Acid, Simmondsia Chinensis (Jojoba) Seed Oil, Stearic Acid, Fraxinus Excelsior Leaf Extract, Undaria Pinnatifida Cell Culture Extract, Saccharide Isomerate, Hydrolyzed Tomato Skin, Lactococcus Ferment Lysate, Opuntia Ficus-Indica Stem Extract, Corallina Officinalis Extract, Saccharomyces Ferment Lysate Filtrate, Sodium Hyaluronate, Hydrolyzed Eruca Sativa Leaf, Caffeine, Cellulose Gum, Cetyl Alcohol, Stearyl Alcohol, Potassium Sorbate, Xanthan Gum, Tetrasodium Glutamate Diacetate, Tocopheryl Acetate, Calcium Gluconate, Sodium Citrate, Sodium Benzoate, Lactic Acid, Sodium Chloride

SUNSCREEN

Caring Sun Protection SPF30

Kakadu Mineral Sunscreen

Most responsible
sunscreen in Europe -
Justenough



50 ml — €25.00 · 150 ml — €37.50

- SPF 30 UVA + UVB for face and body
- Mineral filter, non-nano zinc, fragrance-free, no white cast
- Water repellent, waterless formula (winterproof)
- Suitable for everyone from 6 months old
- Certified by Friend of the Sea

INCI

Caprylic/Capric Triglyceride, Zinc Oxide (Non-Nano), Vitis Vinifera (Grape) Seed Oil, Terminalia Ferdinandiana (Kakadu Plum) Seed Oil, Vaccinium Myrtillus (Bilberry) Seed Oil*, Helianthus Annuus (Sunflower) Seed Wax, Oryza Sativa (Rice) Bran Wax, Bisabolol*, Rubus Idaeus (Raspberry) Seed Oil*, Tocopheryl Acetate (Vitamin E), Pongamia Pinnata (Karanja) Seed Extract, Polyhydroxystearic Acid

Zonnebrand

productbeoordeling door Just Enough



Merk

Score uit 10

Food for Skin zonnebrandcrème

9.7

Tenue Soleil zonnebrandcrème

9.2

Loveli zonnebrandcrème

8.7

Odylique zonnebrandcrème [B, FT, Vg]

8.6

Naïf zonnebrandcrème

8

Neal's Yard zonnebrandcrème

7.3

Badger zonnebrandcrème [B]

7.1

Weleda zonnebrandcrème

7

Tropic Skincare zonnebrandcrème

6.7

Lavera zonnebrandcrème [B, Vg]

6.6

Organii zonnebrandcrème [B, Vg]

6.6

Drs Leenarts zonnebrandcrème

6.2

Dr Jetske Ultee zonnebrandcrème

5.8

LIP CARE

Berry Balm

Natural Lip Balm



€8.50

- Soothes and nourishes dry or chapped lips
- Protects the lips against free radicals
- Hydrates dry lips
- Rich in ceramides and antioxidants, acts as a barrier against external influences

INCI

Helianthus Annuus (Sunflower) Seed Oil, Rhus Verniciflua Peel Cera (Berry Wax), Euphorbia Cerifera Cera (Candelilla Wax), Prunus Domestica (Plum) Seed Oil, Avena Sativa (Oat) Kernel Oil, Tocopherol (Vitamin E), Caprylic/Capric Triglyceride, Undaria Pinnatifida (Algae) Extract

LIP CARE

Sunny Balm

Natural Lip Balm SPF15



€9.50

- Prevents chapped lips thanks to added shea butter
- Retains moisture in the lips through sunflower seed oil
- Contains Zinc Oxide (non-nano) as SPF, protecting against UVA and UVB
- Contains no water — also suitable for freezing temperatures

INCI

Cocos Nucifera (Coconut) Oil, Caprylic/Capric Triglyceride, Zinc Oxide, Oryza Sativa (Rice) Bran Wax, Euphorbia Cerifera Cera, Helianthus Annuus (Sunflower) Seed Oil, Prunus Domestica (Plum) Seed Oil, Avena Sativa Kernel (Oat) Oil, Undaria Pinnatifida (Brown Algae) Extract, Dunaliella Salina (Algae) Extract, Tocopherol, Ascorbyl Palmitate, Daucus Carota Sativa (Carrot) Seed Oil, Polyhydroxystearic Acid

SHOWER OIL

Elderberry Shower Oil

Nourishing Shower Oil



50 ml — €10.00 · 150 ml — €29.50

- Pure, high-quality vegetable oils
- Cleanses and nourishes simultaneously
- Formula without water and without fillers
- 100% PCR bottle from Europe

INCI

Helianthus Annuus (Sunflower) Seed Oil*, Polyglyceryl-4 Oleate, Prunus Amygdalus Dulcis Oil*, Prunus Armeniaca (Apricot) Kernel Oil* **, Cucurbita Pepo (Pumpkin) Seed Oil* **, Fragaria Ananassa (Strawberry) Seed Oil* **, Oryza Sativa (Rice) Bran Oil* **, Terminalia Ferdinandiana Seed Oil, Sambucus Nigra Seed Oil* **, Coffea Arabica (Coffee) Seed Oil**, Glyceryl Caprylate, Elettaria Cardamomum Seed Oil, Tocopherol, Commiphora Myrrha Oil, Lemongrass Oil, Citral, Linalool, Limonene (*Organic 74.91% · **Upcycled 31%)

BODY BAR

Apricot Body Bar

100% Natural Soap — 90 g

€15.00



- 100% natural hand and shower soap
- Vegan and plastic-free
- Allergen-free, 0% fragrance, super mild
- Cleanses and cares for the skin

INCI

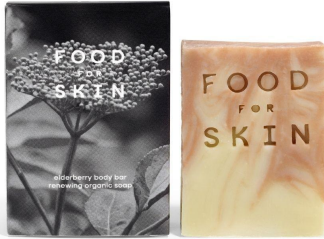
Sodium Oliviate, Sodium Cocoate, Sodium Shea Butterate, Sodium Mango Butterate, Glycerin, Sodium Apricotate, Aqua, Sodium Castorate, Sodium Lactate, Avena Sativa (Oat) Kernel Flour, Oryza Sativa (Rice) Starch

BODY BAR

Elderberry Body Bar

100% Natural Soap — 90 g

€15.00



- Cleansing, refreshing and protective
- Vegan and plastic-free
- 100% natural hand and shower soap

INCI

Sodium Olivete*, Sodium Cocoate*, Sodium Shea Butterate*, Sodium Mango Butterate*, Sodium Elderberry Seedate* **, Aqua*, Glycerin, Sodium Castorate, Cinnamomum Camphora Leaf Oil, Sodium Lactate, Boswellia Serrata Oil, Illite, Kaolin, Vetiveria Zizanoides Root Oil, Linalol, Limonene

BODY BAR

Olive Body Bar

100% Natural Soap — 100 g

€15.00



- Deep cleansing and protective
- Vegan and plastic-free
- 100% natural hand and shower soap

INCI

Sodium Olivete, Aqua, Kaolin, Stearic Acid, Lactic Acid, Thymus Hiemalis Leaf Oil, Punica Granatum Seed Oil*, Vaccinium Macrocarpon Seed Oil*, Glycerin, Linalool, Cinnamomum Camphora Leaf Oil, Citral, Sodium Chloride, Vetiveria Zizanoides Root Oil, Sodium Hydroxide, Geraniol, Limonene, Pinene, Citronellol

BODY ACCESSORY

Veggie Sponge

100% Natural Loofah



€7.50

- Stimulates blood circulation, removes dead skin cells and makes the skin glow
- Vegan, plastic-free and biodegradable
- Natural fiber from a dried loofah plant
- Grown with care in Spain

No INCI — natural material, not a formulated cosmetic product.

ACCESSORY

Reusable Facial Wipes

3x Washable Make-up Wipes



€12.50

- Reusable washcloth to remove cleanser — no more cotton pads needed
- Waffle structure also removes dead skin cells
- 100% organic cotton
- Handmade in the Netherlands

No INCI — natural material, not a formulated cosmetic product.

ACCESSORY

Gua Sha Stone

Facial Massage Tool

€19.50



- Helps improve blood circulation
- Promotes collagen production
- Makes the skin smoother and firmer
- Material: black obsidian (lava glass) — fragile

No INCI — natural material, not a formulated cosmetic product.

EXTRA

Trial Set

Cucumber

€29.50

- 15ml Tomato Base
- 15ml Carrot Cleanser
- 10ml Cucumber Serum
- Shipping box with inlay



EXTRA

Trial Set

Pumpkin

€29.50

- 15ml Tomato Base
- 15ml Carrot Cleanser
- 10ml Pumpkin Serum
- Shipping box with inlay



EXTRA

Trial Set

Avocado

€29.50

- 15ml Tomato Base
- 15ml Carrot Cleanser
- 10ml Avocado Serum
- Shipping box with inlay



