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FARMACY

July 23, 2015 (New York, NY)—**Farmer cultivated. Scientist activated.** Farmacy, a revolutionary new line of farm-to-skin products consisting of 20 SKUS for all skincare needs, launches this Fall in all Sephora doors in the U.S. The brand represents natural at a new level—the best combination of farm fresh, hand-picked ingredients and the best science and local facilities to extract the benefits of these new botanicals.



According to brand Co-Founder, Mark Veeder, “This is the best that nature can provide in skincare without sacrificing the efficacy in the products.” Veeder is the pioneer plantsman behind the discovery and patenting of the key ingredient in all Farmacy products: Echinacea GreenEnvy™, a unique variant of Echinacea Purpurea that is grown organically. This plant contains the highest known concentration of the phytochemical Cichoric Acid.

Cichoric Acid is a potent natural antioxidant and provides the plant’s unique restorative properties. It helps protect the skin’s collagen by inhibiting the enzymes that break down the skin’s firming protein. Cichoric Acid also inhibits the over-production of melanin, the skin’s own natural pigmentation compound, thereby promoting a more evenly toned complexion.

When venturing to commercialize Echinacea GreenEnvy™, Veeder, born and raised in upstate New York, immediately saw the potential to revitalize the rich farming community that had dwindled in the region over the years. To help cultivate Echinacea GreenEnvy™ he sought out farming expert Robert Beyfus, a former Cornell Cooperative Extension agent for Greene County. Years prior Beyfus had helped Veeder’s late father start his Christmas tree farm. The two have now teamed together to grow GreenEnvy in Cairo, New York, creating jobs and changing lives in that local community.

Upon harvest, the Echinacea GreenEnvy™ is transported only two hours to Englewood Labs in New Jersey, where it undergoes a cold pressing process, similar to cold pressed juices. First it is macerated and then filtered. It is never heated, which has been shown to decrease the benefits of an ingredient. Also unique to Echinacea GreenEnvy™, it is never preserved and if the harvest is not used for products within 6 months, the lab will not use it beyond that time, thereby ensuring the products utilize the most potent Echinacea.

According to the brand’s Acting General Manager and co-creator, Caroline Fabrigas, “The spirit of Farmacy is about working with farms and farmers globally. We celebrate and help bring their ingredients to life with the strength of our world class scientists to deliver highly effective products that are also a pleasure to the senses.”

Farm-grown, hand-picked botanicals define Farmacy skincare, fusing age-old wisdom with cutting-edge technologies.

“We very much believe in the power of botanicals and know there is more innovation at this intersection of nature and science that’s yet to be explored,” says Fabrigas.

Farmacy beauty products range from \$16.50 to \$65 and consist of the following products:

INVINCIBLE Root Cell Anti-Aging Serum with Echinacea GreenEnvy™

SLEEP TIGHT Firming Night Balm with Echinacea GreenEnvy™

CLEAR BLOOM Makeup Glideaway Cleansing Oil with Echinacea GreenEnvy™

EYE DEW Total Eye Cream with Echinacea GreenEnvy™

NEW DAY Gentle Exfoliating Grains with Echinacea GreenEnvy™

RISE ‘N SHINE Daily Moisture Lock with Echinacea Green Envy™

Hydrating Coconut Gel Mask with Echinacea GreenEnvy™

- **SOOTHING** Activated by Mineral-rich Kale Extract
- **OIL CONTROL** Activated by Lycopene-rich Carrot Extract
- **ANTI-WRINKLE** Activated by Vitamin A-rich Rhubarb Extract
- **BRIGHTENING** Activated by Antizyme-rich Purple Broccoli Extract
- **FIRMING** Activated by Flavonoid-rich Celery Extract
- **DEEP MOISTURE** Activated by Vitamin C-rich Cucumber Extract
- **CLEAR DAY MASK MEDLEY** with SOOTHING, BRIGHTENING, and DEEP MOISTURE
- **NEW DAWN MASK MEDLEY** with FIRMING, BRIGHTENING, and ANTI-WRINKLE

LIP BLOOM Hydrating Lip Balm

- **STRAWBERRY BASIL**
- **APPLE ROSEMARY**
- **LAVENDER MINT**
- **VANILLA MINT**
- **HONEY GINGER**
- **CITRUS LEMONGRASS**

Farmer cultivated. Scientist activated. Powered by Echinacea GreenEnvy™

Farmacy products are available for purchase at www.farmacybeauty.com and www.sephora.com.

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