

A promotional image for the Fyve Press Kit 2020. The background features several glass bottles of Fyve Hydrating Face Oil. One bottle is upright on the left, another is lying horizontally in the foreground, and a third is partially visible in the background. A central white rectangular box contains the brand name 'Fyve.' in a black script font, followed by 'PRESS KIT' and '2020' in a black serif font. Below this box is a solid pink horizontal bar with the text 'FYVE, INC.' in a white sans-serif font. The bottles have white labels with the brand name and product details.

*Fyve.*

PRESS KIT  
2020

FYVE, INC.

*Fyve.*

HYDRATING  
FACE OIL

softens, soothes  
and restores

1.0 fl oz (30 ml)

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5 INGREDIENTS  
with  
*Real* RESULTS  
for all of  
*Humanity*

Five ingredients with real results for all of humanity. This is the Fyve brand's promise, purposefully limiting their products to only five vegan ingredients. The brand also boasts a simple mission: to leave this planet better than we found it. All products use recyclable material and packaging, and the company gives back to the community. Products for humanity, to be able to give back to humanity. Now that's clean beauty!



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Cupertino, CA - Ex-Engineer, Mindy Cheng, gave it all up to start The Fyve Brand, a vegan, cruelty-free, bath, body, and beauty brand that handcrafts products with only 5 ingredients in each bottle from their studio in Cupertino, California. In numerology, the number 5 represents humanity, which sparked the idea of being authentic, true, and real in the creation of the Fyve Brand. Many of their products are multi-purpose, staying true to their simplistic approach to clean beauty, like their Facial Cleansing Oil, that gives your pores a deep clean, removes make-up, tones, and moisturizes all in one.



That millennial-pink ombre color and scripted font give the Fyve brand a fun, chic feel to it. The brand stands for humanity, utilizing only 5 ingredients in every product, and prides themselves on giving back to the community and being uber environmentally conscious. Being authentic, transparent, and real is what this company is all about. If you noticed the period at the end of the scripted Fyve, it's there intentionally, making a statement, and marking what the brand stands for. Their flagship product is the Hydrating Face Oil, which utilizes mostly cold-pressed oils, which is how the oils retain the most nutritional value, aroma, and deep color.



# Making the World a Better Place

## Leaping Bunny Certified

[WWW.LEAPINGBUNNY.ORG](http://WWW.LEAPINGBUNNY.ORG)

We are passionate about all living creatures.



## Cruelty-Free & Vegan Certified via PETA

[WWW.PETA.ORG](http://WWW.PETA.ORG)

Every product is Vegan, certified through PETA.



## 1% For The Planet

[WWW.ONEPERCENTFORTHEPLANET.ORG](http://WWW.ONEPERCENTFORTHEPLANET.ORG)

We give back to local communities and we're a member of the 1% For The Planet organizations. We specifically help grassroots nonprofit organizations that help disparaged communities.



## Female Founder Collective

[WWW.FEMALEFOUNDERCOLLECTIVE.COM](http://WWW.FEMALEFOUNDERCOLLECTIVE.COM)

We are members of the Female Founder Collective, started by Rebecca Minkoff to support women entrepreneurs.



Female Founder  
Collective

## *Our Founder*

When my daughter was a baby, she had severe eczema with sensitive skin. I went "Mama-Bear" crazy trying to soothe her rashes. Nothing worked. So I started making products for her. I was also dealing with an onset of adult acne. Within 6 weeks of using my skincare creation, my acne cleared up. I had to share this with the world.

With my passion for health, fitness, and preserving the world as best as I can, I started Fyve to combine all my passions under one brand. Thank you for supporting our mission.

*Warmly,*  
*Mindy*

