



LXMI

When Anna-Maja Björkenvall took over the role of Lxmi CEO after the passing of founder Leila Janah in 2020, she continued the brand's existing relationships with women-run co-operatives in Africa and South America. Björkenvall is maintaining Lxmi's mission to employ and empower women across the globe while creating excellent beauty products.

"We don't start with a product in mind; we start with an ingredient in mind," she explains. This was also the way Janah worked. She partnered with fair-trade women's co-operatives in Northern Uganda to help source what has become the brand's signature superfood ingredient: nilotica. Lxmi pays East African women around three times the local living wage for their services sourcing nilotica. As Janah once said in an interview with Fast Company, "We can address poverty while also making our skin better."

Uninterested in creating skincare products driven by trends, Lxmi focuses instead on perfecting its formulations. "The mission for us is not to crank out products," explains Björkenvall. "It's creating mindfully crafted plant-based products." Along with nilotica, the brand uses ancient superfood ingredients found in many of nature's untapped ecosystems, such as the South Suriname-sourced hydrating tuhka Brazil nut oil and antioxidant-rich kigelia extract. "There are amazing ingredients out there and amazing people sourcing them," she says. "We're just the vehicle for these stories to come together."



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This face oil's standout ingredient is moisturizing tuhka Brazil nut oil, which is sourced in partnership with Conservation International and the South Suriname Trio tribe to aid in the protection of 235,000 hectares of the Amazon rainforest's tribal land. The number "33" is said to hold spiritual power, which promotes healing, harmony and humanitarianism.

Lxmi 33 Face Oil, \$146