

*What's in a  
drop?*



*“Every drop intended to bless  
the individual user with nutrient  
excellence that unifies the plant  
world with our largest organ. Giving  
remarkable results that last.”*

*-Julia Faller Benedetta Founder/Formulator*

THE ORIGINAL PLANT REALIZED SKIN CARE SINCE 1996  
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# edible profiles

## FARM-SOURCED® SKIN CARE WITH BENEDETTA'S FOUNDER



**EDIBLE:** What was your intention for creating Benedetta?

**JULIA FALLER:** Benedetta (Blessed) was launched more than 21 years ago out of need for a truly holistic, energetic, 100% botanical line, not realized in the marketplace. I set out to develop formulas and a system of use that made sense. The sole

purpose is to feed the skin, just as we feed our bodies with alive, bioavailable nutrients from the organic food we eat.

Moreover, each formula takes into account the symbiotic resonance between the botanical synergies and our largest organ's ability to receive and benefit from them.

**EDIBLE:** What is the origin of Farm-Sourced® and your commitment to Organic & Biodynamic producers?

**JULIA FALLER:** Farm-Sourced® is a term I have trademarked to underscore its value and meaning. We purchase directly from family-owned, ethical, certified Organic & Biodynamic farms globally, with many being domestic and local to us. Some of our products have as high as 94% biodynamic ingredients, and others as low as 2% biodynamic; all depending on availability and what is best for a formula.

Although I support and always purchase Biodynamic when available, often the actual material, take for instance Neroli from Tunisia or Morocco, is a better quality than its biodynamic counterpart grown in other regions. In which case it's more about the botanicals



*"Benedetta is to your skin what eating seasonal, organic, fresh food is to your health."*

**EDIBLE:** What is "Water Integration" and why is it important?

**JULIA FALLER:** I created the concept of water integration within most products as a water-to-oil ratio to lock in hydration to the cells and prevent dryness, which in turn causes aging.

My first preparation, the Crystal Radiance Hydrating Elixirs, were created more than 30 years ago to use under oil-based products, but more importantly, as a nighttime treatment as we sleep. Water integration and interlacing is a valuable part of the Benedetta regimen for supple skin.



components than its certification, but all are Certified Organic.

**EDIBLE:** What can you share about your relationship with your suppliers and business practices in general?

**JULIA FALLER:** I wholeheartedly believe in mutual respect in all practices in business. From the family-owned farms we support, to the customers we serve, to the employees who work for us. Our entire company culture is one that is rooted in sustainability. We are part of this energetic stream, if you will, that resonates the theme- from seed to bottle, to end-user. It matters greatly to walk our talk when it comes to our chain of existence.

**EDIBLE:** Why is Benedetta better suited for a Food Marketplace, like the SF Ferry Building, than behind a cosmetics counter?

**JULIA FALLER:** As a 100% botanical company with emphasis on certified organic ingredients and ethical processing methods, we feel far more sustainable to the skin's needs and systemic health, than most adulterated skin care or cosmetic companies.

Our body rejects anything that is unnatural, maybe not immediately, but eventually. Benedetta is also part of a Farm-Sourced®, Small-Batch, locally made culture. We are a company with true ties to our farmers much like food vendors are. There is no difference except our preparations go on your skin and food goes in your mouth. We really are a perfect fit.

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