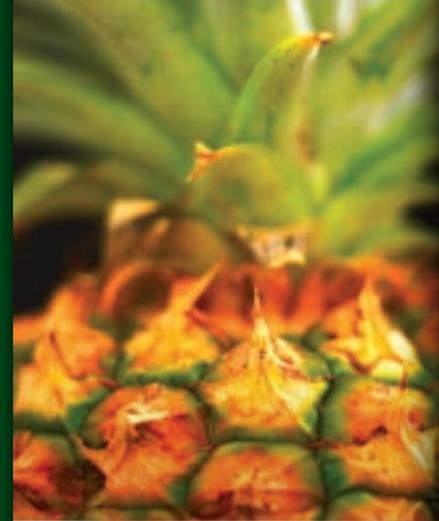


Be fine[®]
food skin care

Be Introduced

Welcome to Be fine food skin care, a beautiful range of naturally sourced skin care products that work the way your body works.

Over 1500 beauty products launch every year. Some promise to erase wrinkles, revolutionize the look of your skin, or simply add moisture. When Florence Sender conceived Be fine food skin care, she was not offering woman false hope, but simple beauty solutions along with a philosophy that resonates with women everywhere. "It's not about trying to look younger or like someone else, it's about capturing the grace of who you are and looking good while you get there," says Sender.



A close-up photograph of a woman's face, smiling broadly, showing her teeth. Her eyes are green and looking directly at the camera. The background is a soft, out-of-focus light color.

Think about it...

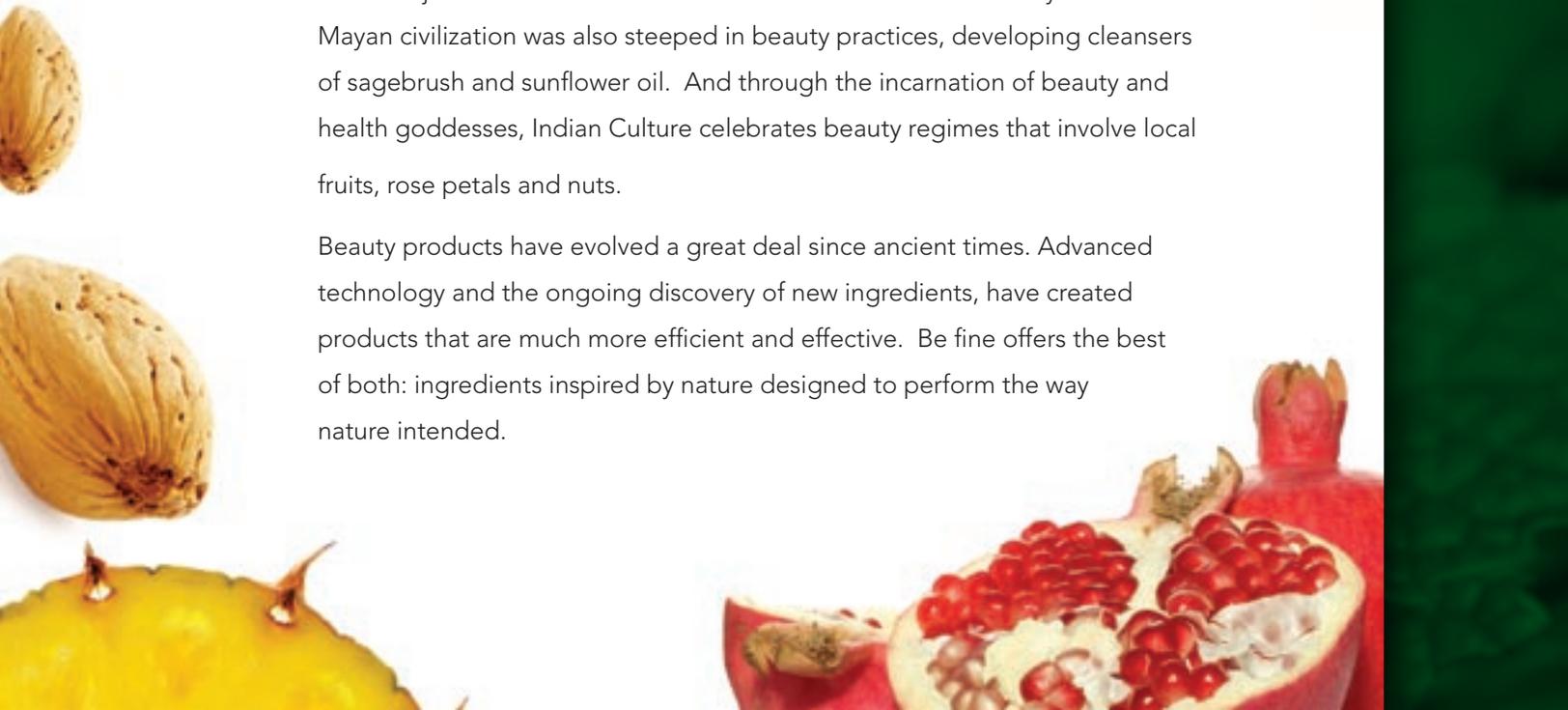
“Before there was a beauty industry, what did smart women use to keep their skin healthy?” Food of course!

By answering that one simple question, Be fine has launched a revolution in skin care!

Did You Know?

From the mythical beauty of Helen of Troy to the celebrated beauty of Cleopatra, the ingredients of nature have been instrumental in the quest for beauty since time has been recorded. Cleopatra reportedly even wrote a book about her beauty secrets, such as her infamous milk baths! But beauty practices were not just reserved for the royal elite. Egyptians had access to some 21 different types of vegetable oils that they used daily for cosmetic purposes, and developed treatments such as an anti-wrinkle cream made with fruit juices and almond oil that are as much in demand today. The ancient Mayan civilization was also steeped in beauty practices, developing cleansers of sagebrush and sunflower oil. And through the incarnation of beauty and health goddesses, Indian Culture celebrates beauty regimes that involve local fruits, rose petals and nuts.

Beauty products have evolved a great deal since ancient times. Advanced technology and the ongoing discovery of new ingredients, have created products that are much more efficient and effective. Be fine offers the best of both: ingredients inspired by nature designed to perform the way nature intended.

A collection of natural ingredients including almonds, a dragon fruit, and a pomegranate, arranged at the bottom of the page. The almonds are on the left, the dragon fruit is at the bottom left, and the pomegranate is on the right, partially cut open to show its seeds.