Emily Chae

Contact: [echae891@usc.edu](mailto:echae891@usc.edu)

**Youth to the People Fact Sheet**

**Our Story**

Youth to the People, founded in 2015 in Los Angeles by cousins Greg Gonzalez and Joe Cloyes, was built on the inspiration of their family history in professional esthetics. The cousins grew up immersed in their grandmother's beauty line, Eva's Esthetics, as she was one of the first estheticians in the United States to integrate botanical and natural ingredients into skincare. Shortly after graduating college, Greg and Joe began working for their grandmother's company which paved the way for Youth to the People.

**Who are we?**

Youth to the People is a vegan, cruelty-free skincare brand based in Los Angeles that integrates the latest innovation in skincare technology with superfood extracts to promote healthy skin.

**What is our mission?**

Our mission is to create a positive impact in the world by protecting our planet and educating our consumers on prioritizing the health of their skin by applying ingredients that are as clean and nutritious as they would put in their bodies.

**What makes us unique?**

Our products are made with superfood and plant-based ingredients to feed the skin the antioxidants, vitamins, and nutrients it needs. We value and promise efficacy and quality in our products as we invest in organic and high-quality ingredients. In addition, with a commitment to sustainability, we avoid plastic usage by relying on glass packaging from Heinz, a German glass manufacturer committed to sustainability since 1622.

**Why do we use superfood extracts?**

Nutrition, vitamins, and minerals are significant in the journey to healthy skin. Our best-selling product, The Superfood Cleanser, is carefully formulated with kale, spinach, and green tea as they positively affect the skin:

* Kale extract is rich in vitamins and omega-3 fatty acids that moisturize the skin and protect it from water loss.
* Spinach extract reduces redness in the skin due to its high chlorophyll concentration.
* Green tea reduces signs of premature aging and water retention.

**Where do we source our ingredients?**

Our products are made with ingredients sourced from local suppliers in California.

**What products do we offer?**

Our product line includes skincare, apparel, perfume, and cold-pressed juice.

**Why cold-pressed juice?**

Youth to the People focuses on providing its consumers with products that aid their skin health, but the journey to healthy skin starts with a healthy gut. In turn, we questioned how we could contribute to our consumers’ diets without shifting the operations of our company. Since we use ingredients in our skincare products that people consume for health benefits, we were inspired to develop an edible product. As a result, our cold-pressed juice collection was born.

**Where is Youth to the People available?**

Our products are available on our website and in-store at Sephora and Nordstrom. However, our cold-pressed juice collection is sold exclusively at Erewhon Market.

For more information, please visit our website [https://www.youthtothepeople.com](https://www.youthtothepeople.com/).