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**Youth to the People Launches a Cold-Pressed Juice Collection at Erewhon Market**

LOS ANGELES, Dec. 7, 2022 – Youth to the People, a vegan and cruelty-free skincare brand based in Los Angeles, launches a cold-pressed juice collection at Erewhon Market today.

Since 2015, Youth to the People has integrated the latest innovation in skincare technology with superfood extracts to promote skin health while consciously sourcing clean and nutrient-rich ingredients. With products ranging from skincare to apparel, the brand is expanding its product line with a cold-pressed juice collection. However, the extension will not require the brand to step away from its usual operations, as the juices are extracted from the same superfood ingredients as its skincare products. For instance, its anti-inflammatory juice, made of maqui, blueberries, and strawberries, uses the same ingredients in the brand's Superberry Hydrate and Glow Dream Night Mask.

Youth to the People's mission intends to amplify the importance of applying ingredients to the skin that are equally as nutritious and clean as what you would put in your body; however, the brand is taking a step back. Instead, it aims to spread awareness of the skin's reliance on the body's overall health, reflecting the idea that the state of your skin depends on what you consume, not just what you apply to the surface.

“Since the coronavirus, the demand for effective skincare products has increased significantly due to people wanting cleaner and healthier skin. However, it is important to note that skincare is an “inside-outside” approach, as the state of your skin reflects your overall health. By launching a cold-pressed juice collection, our juice intends to help our consumers feed their gut the nutrients it needs to produce healthy and glowing skin,” stated Joe Cloyes, CEO and founder of Youth to the People.

Youth to the People’s cold-pressed juice collection offers three juices targeting hydration, digestion, and anti-inflammation. It is exclusively sold at Erewhon Market and is available in all eight locations in Los Angeles County starting today.

**About Youth to the People**

Youth to the People is a California-based skincare brand founded in 2015 in Los Angeles by two cousins, Greg Gonzalez and Joe Cloyes. With a mission to provide its consumers with skincare products that are as healthy and nutritious as fruits and vegetables, its products are made from superfood extracts meant to feed the skin the nutrients it needs to boost its health. In addition, the brand is committed to sustainability by avoiding plastic usage and relying on glass packaging and FSC-certified boxes to reduce deforestation and landfill dependency. For more information, visit <https://www.youthtothepeople.com>.

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The outlets for release are Cosmopolitan, Refinery29, and Glamour, while the audience is Generation Z and Millennial women who live active and healthy lifestyles and are interested in beauty and fashion-related content.