

DIVINE SEEDS = Resilient Beauty

An ethical skincare brand
committed to create and deliver
environmental, social and
economic value

vegan | cruelty-free | fragrance-
free



Bringing natural Mediterranean beauty to the world

COMPANY OVERVIEW



VISION

TO BLEND MEDITERRANEAN NATURE AND SCIENCE TO CREATE "DESTRESSING" SKINCARE PRODUCTS THAT WILL ARM SKIN WITH RESILIENCE AND BRING OUT NATURAL BEAUTY



CORE TECH

TECHNOLOGY EXPLOITING THE HIGHLY RESILIENT, ANTIOXIDANT AND HYDRATING IDENTITIES OF PRICKY PEAR AND ARTICHOKE SOURCED FROM GREECE



EXPORTS

DELIVERY TO MORE THAN 68 COUNTRIES WORLDWIDE. SHIPPING VIA DHL EXPRESS OUTSIDE GREECE



HEADQUARTERS & PRODUCTION

ATHENS, GREECE



SUSTAINABILITY COMMITMENT

DECENT WORK & ECONOMIC GROWTH – SDG 8
RESPONSIBLE CONSUMPTION AND PRODUCTION – SDG 12
CLIMATE ACTION – SDG 13
LIFE ON LAND – SDG 15
PARTNERSHIPS FOR THE GOALS – SDG 17



CAUSE

MEMBER OF THE "1% FOR THE PLANET" CAUSE. CONTRIBUTING 1% OF ANNUAL REVENUES TO ACCELERATING SMART ENVIRONMENTAL ACTIONS



BUSINESS OWNERS 50% FEMALE OWNED

YOTA PAPAGEORGAKI (SHE)
STAVROS DAMIANIDIS (HE)



MEDIA PUBLICATIONS

BRITISH "VOGUE"
"THE ART OF LUXURY", 50TH EDITION
NEWSBOMB GREEK PORTAL
TAJMEELI ARABIC WEBSITE
DELUXE MAGAZINE
TFC ONLINE MAGAZINE
LUXURY PROPERTY MAGAZINE ABODE2!



AWARDS

EUROPEAN DESIGN AWARDS, SILVER 2021.
SHORTLISTED IN THE PURE BEAUTY AWARDS, LONDON 2021.
ECRM BUYER'S CHOICE AWARD WINNER, FIRST PRIZE 2022

I N T R O D U C T I O N

Divine Seeds was founded to address skin quality deterioration and dehydration. To do so, it develops a new generation of facial skincare products that enable skincare health and radiance, while raising environmental and social consciousness.

Based in Athens, Greece, Divine Seeds concentrates on Prickly Pear and Artichoke, two hero ingredients sourced from the microclimate of Greece (Creta Island), exploiting their highly resilient, antioxidant and hydrating identities.

Prickly Pear is a cactus growing under severe drought conditions, delivering the most hydrating oil in the world. Artichoke is an edible plant whose extracts provide very potent anti-cancer and anti-ageing actives.



I N T R O D U C T I O N



Divine Seeds is a startup that works with highly qualified professionals, who specialize in the sectors of chemistry and cosmetology. Divine Seeds has an international orientation (exporting to foreign markets) and invests in innovation and development, proven by the awards it has obtained for its innovative formulations, products and packaging.

CREATING SUSTAINABLE VALUE

Our economic, ecologic and social values underlying our sustainable supply chain.

DEMAND SIDE: SUSTAINABLE CONSUMPTION

SUPPLY SIDE: SUSTAINABLE PRODUCTION

4

SOCIAL ECOLOGY:
THE LOGIC BEHIND THE FORMULATION OF OUR PRODUCTS INFLUENCES CONSUMERS TO ADOPT SKINIMALISM AND INSPIRES PROACTIVE AND SUSTAINABLE CONSUMPTION BEHAVIORS. IN DIVINE SEEDS WE FOCUS ON PERFORMANCE AND RESULTS.



5

CULTURAL ECOLOGY:
WE PROMOTE SUFFICIENCY AND EFFICIENCY BY MAKING POTENT FORMULATIONS, LEADING TO LARGE EFFICACY FROM USING SMALL QUANTITIES. WE MAKE THE MOST OUT OF OUR HERO INGREDIENTS



1

NATURE CONSERVATION:
OUR METHODS RESPECT AND PROTECT ECOSYSTEMS SERVICES. OUR HERO INGREDIENTS COME FROM HIGHLY PRODUCTIVE AND DROUGHT-TOLERANT PLANTS. ALL OF OUR PRODUCTS ARE VEGAN AND CRUELTY-FREE.



2

HEALTH AND SAFETY:
WE PRODUCE AND PROVIDE THE MARKET WITH HEALTHY, SAFE AND EFFECTIVE PRODUCTS SUITABLE FOR ALL SKIN TYPES AND AGES BY COMBINING NATURAL WITH LAB-BASED INGREDIENTS.



3

RESOURCE PRODUCTIVITY:
WE AIM AT REDUCING THROUGHPUT AS MUCH AS POSSIBLE IN ORDER TO INCREASE PRODUCTIVITY AND COMPETITIVENESS. PRIMARY AND SECONDARY PACKAGING MATERIALS ARE FULLY RECYCLABLE AND AS SMALL AS POSSIBLE.



17 PARTNERSHIPS FOR THE GOALS



We strengthen local and domestic resource mobilization, while promoting exports of environmentally sound products to 68 countries and enhancing global sustainable business partnership.

15 LIFE ON LAND



We take into consideration the growth of natural regeneration and support natural habitats and protected species. Our ingredients derive from highly productive and drought-tolerant plants.

13 CLIMATE ACTION



Our business culture, values and customer relationships raise awareness and improve education on climate change and impact reduction.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



By carefully selecting our partners and suppliers we secure sustainable production processes, while inspiring consumers to use small product quantities and adopt sustainable beauty routines.



E M B E D D I N G

S D G S

I N O U R

B U S I N E S S

8 DECENT WORK AND ECONOMIC GROWTH



By producing an entire product array from ingredients coming from plants that have been scarcely used in the past, we give the opportunity to growers and local communities to create a new revenue stream for economic growth.

OUR ESG COMMITMENTS

SUSTAINABLE STAKEHOLDER RELATIONSHIPS: Maintain gender equality in our business activities and enhance our customer-centric approach for the sustainable growth of our community, "seeds club".

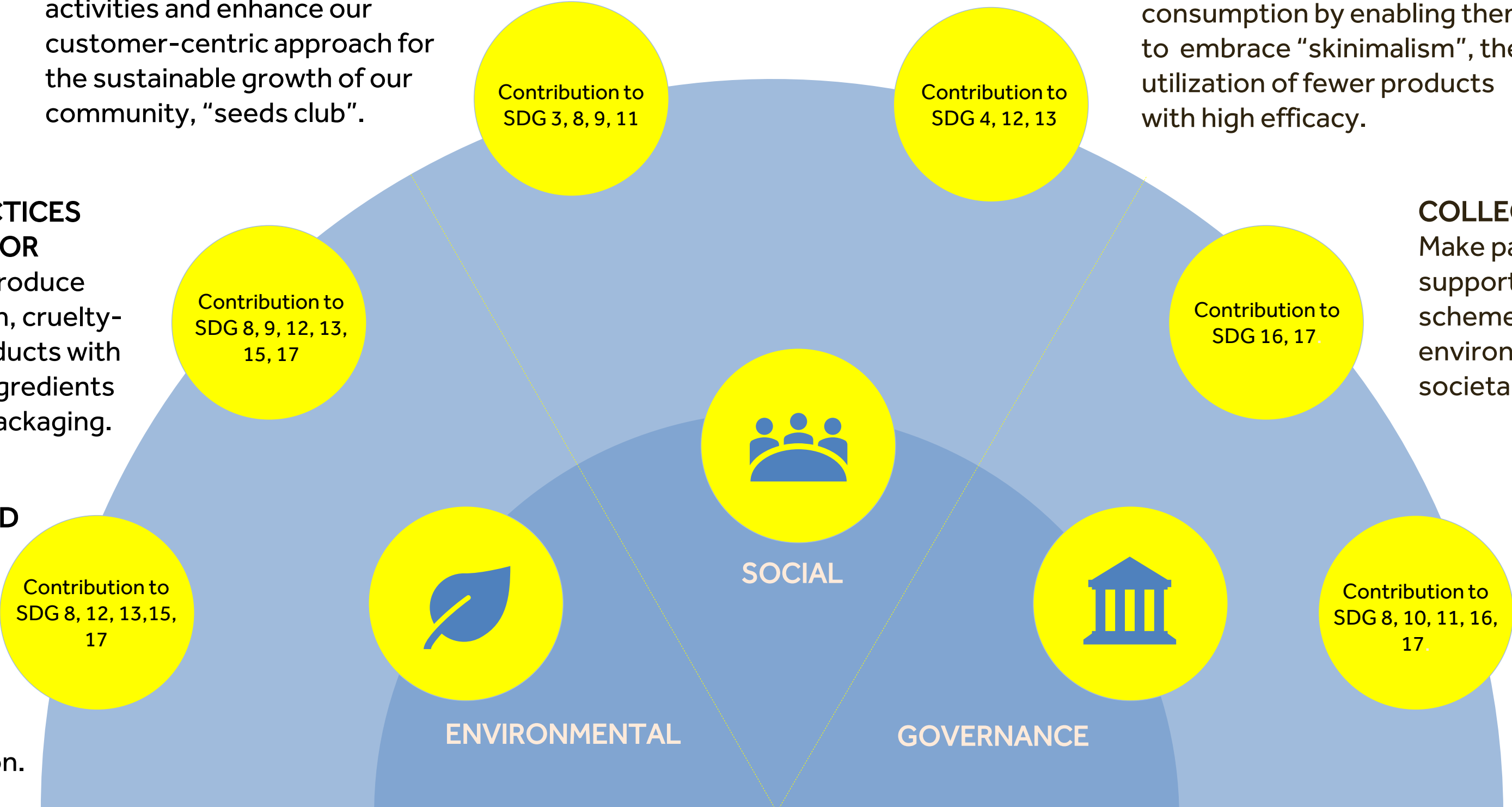
CONSCIOUS CONSUMERISM: Increasingly educate users around sustainable consumption by enabling them to embrace "skinalism", the utilization of fewer products with high efficacy.

SOURCING PRACTICES WITH RESPECT FOR BIODIVERSITY: Produce and provide vegan, cruelty-free skincare products with locally sourced ingredients and re-recyclable packaging.

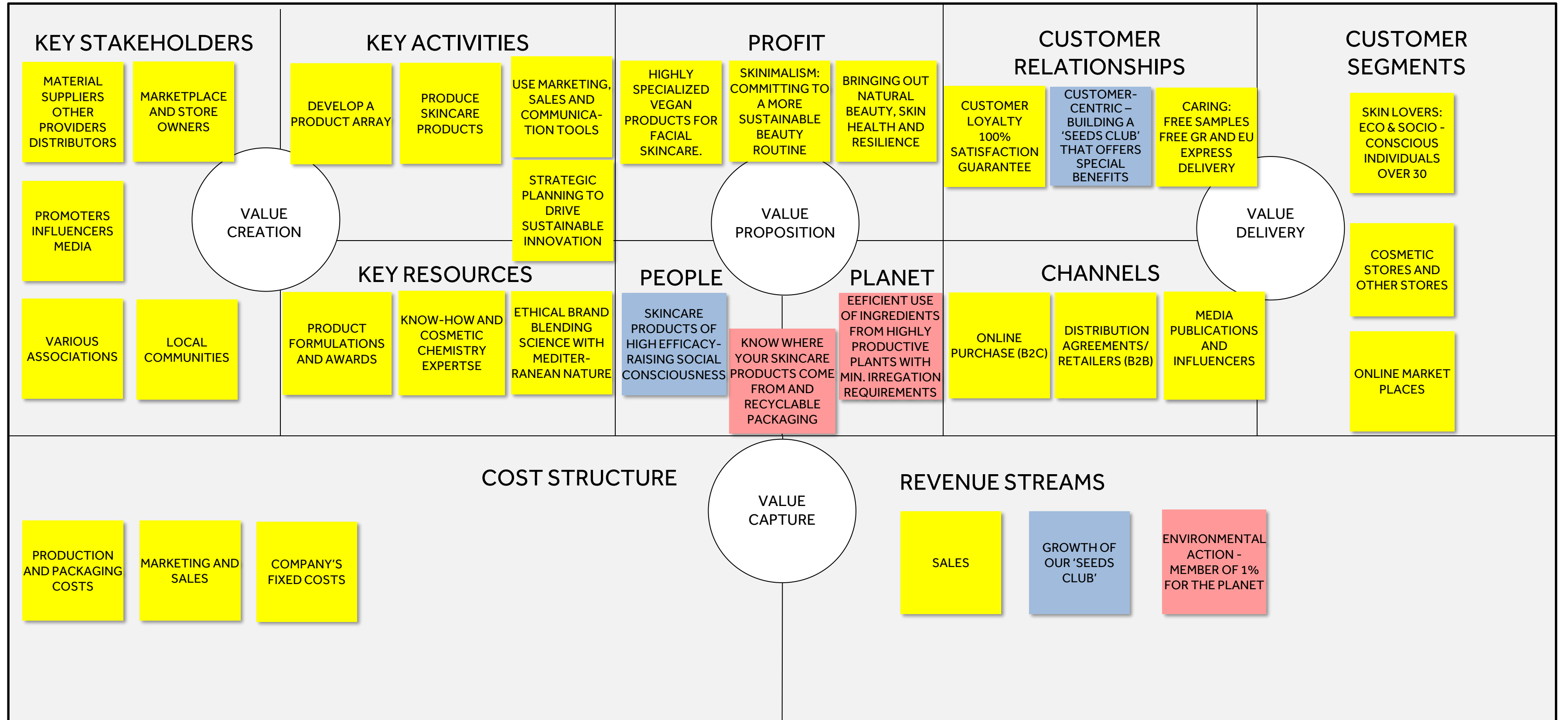
COLLECTIVE ACTION: Make partnerships and support collaborative schemes to generate environmental and societal benefits.

PRODUCTIVITY AND CIRCULARITY: Continuously minimize resource throughput, improve circularity and take environmental action.

TRANSPARENT VALUE CHAIN: Ensure transparency throughout the value chain, responsible production and fair working conditions.



DIVINE SEEDS BUSINESS MODEL



BUSINESS/ ECONOMIC
 ENVIRONMENTAL
 SOCIAL

BUSINESS MODEL EXPLAINED



VALUE CREATION

We create value by developing and producing unique facial skincare products. We make that possible by tapping into our key resources, such as our product formulations, know-how and cosmetic chemistry expertise, as well as by engaging and cooperating with key stakeholders. We maintain a remote working model to minimise the needs of office spaces.

VALUE PROPOSITION

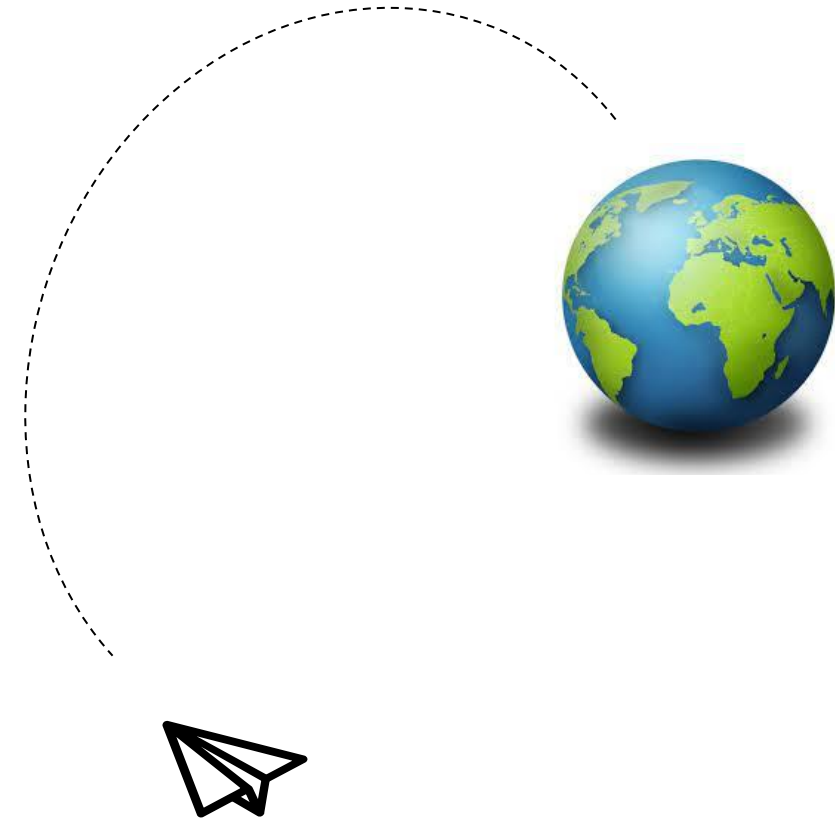
Our value proposition is a full mix of economic, societal and environmental benefits. Our products enhance skin health and radiance. Product users enjoy skincare products of high efficacy, while being inspired to commit to more sustainable beauty routines and consumption habits. We use the smallest possible recyclable tubes for durable packaging and make the most out of our hero ingredients to increase efficiency and support the conservation of natural ecosystems.

VALUE DELIVERY

To deliver value we adopt a customer-centric approach with 100% satisfaction guarantee. The 'Seeds Club' members enjoy free express delivery within Greece and EU. Our customer segments consist of individual buyers, cosmetic stores and online marketplaces. Products are ordered online and delivered in customised boxes.

VALUE CAPTURE

Our value capturing model is focused on revenue streams from product sales and the growth of the 'Seeds Club'. Further to that and as a member of 1% for the planet we aspire to capture value by contributing to environmental actions. Our cost structure is based on outsourcing to delegate activities as needed, expand resources and focus on business growth.



O U R M E S S A G E T O T H E W O R L D

In an era of climate extremes, environmental degradation, urban pollution and stress,
Divine Seeds addresses skin quality deterioration and dehydration from a point of view that:

- ✓ **Focuses on performance, results and continuous optimization** of the value chain while aiming at leaving the minimum environmental footprint.
- ✓ **Creates a culture of inclusion** at a target market level by delivering unisex, vegan, cruelty-free, and fragrance-free products for all ages and skin colors and types.
- ✓ **Enables sustainable consumption** behaviors of individuals as its skincare products contain ingredients of high efficacy, thereby allowing consumers to use small quantities.
- ✓ **Enhances economic growth** through the sustainable valorisation of locally-sourced and scarcely used prickly pear and artichoke in the cosmetics industry.





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