

Be fine®
food skin care


Be Visionary

The Story of Florence Sender.

It took someone from outside the beauty industry to revolutionize the way we think about skin care. For most of her life, Florence Sender has worked in the food business, devoting herself to the economics of good food. But when a Director of a large supermarket chain asked her to develop an aromatherapy line, she realized there was a vital link missing in the beauty industry. She asked why cosmetic chemists were not turning to food to develop beneficial skin care products.

Inspired by the ground-breaking work of human genome mapper, Craig Ventner, Florence began learning about the interaction of skin cells and the intrinsic similarities between food and body chemistry. She learned how the skin recognizes the source code of extracts derived from nature versus extracts that are composed artificially. By combining her knowledge of the food industry with an understanding of how the body works, Florence created a new premise for skin care called Be fine: a naturally sourced skin care that works the way our body works.





Be fine believes that healthy skin is part of a holistic lifestyle approach. Our whole person perspective is made up of our physical, nutritional, environmental, emotional, social and spiritual values. Be fine looks at the relationship not just between our cells but the larger coexistence of ourselves with nature, and everything in the world. It's about the connection to all things natural and the support of our intrinsic beauty.

Florence believes that everybody has the right to good products and the aspiration to live clean, healthy lives. Be fine food skin care is her value proposition for a life lived differently. It is a name that inspires us to be ourselves, to live in our skin, and to **Just Be.**