

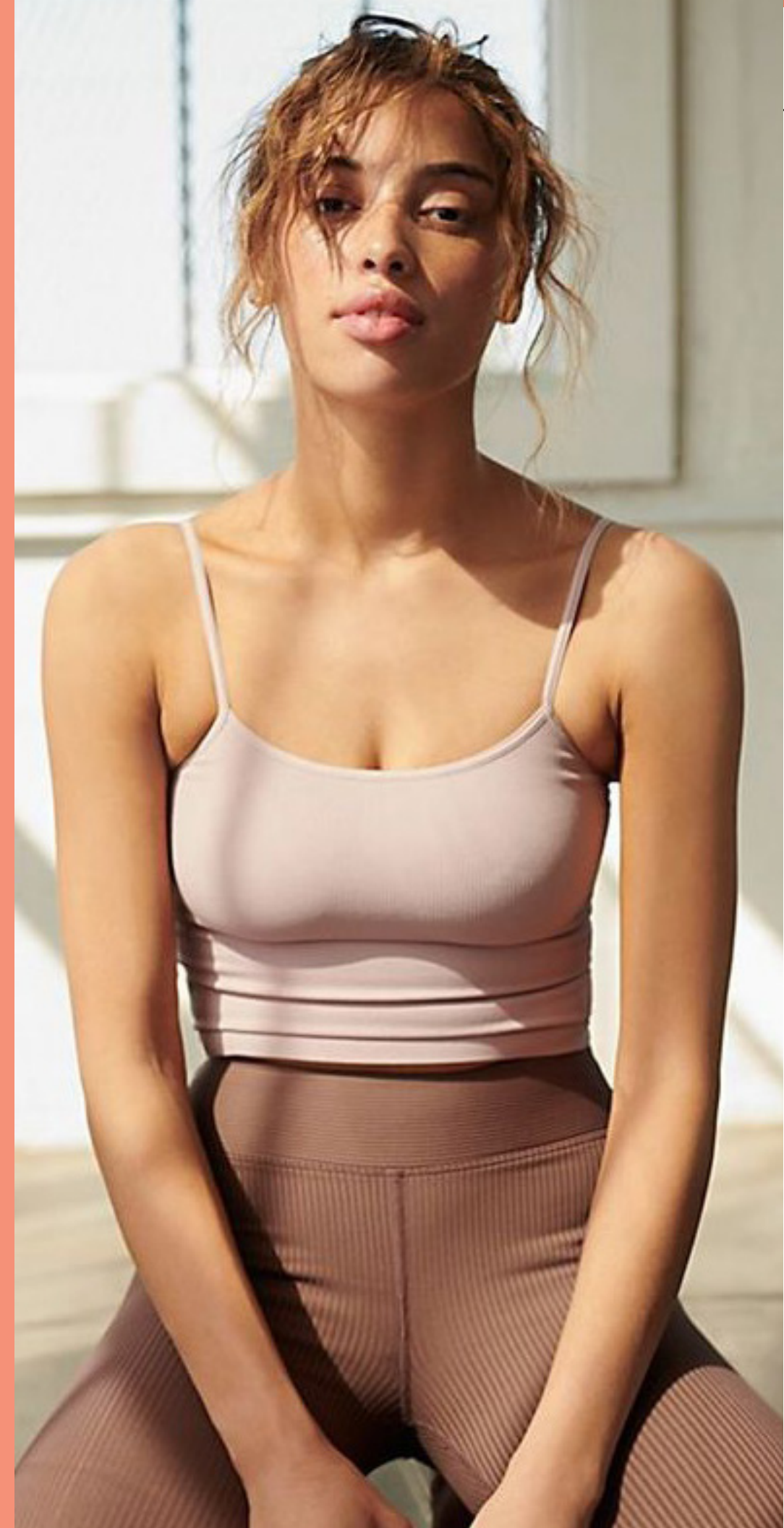


**fifth &  
root**

# Brand Story

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Fifth and Root was born from an obsession with plants and love of clean skincare. We're scientists and herbalists, passionate about making clean, plant-rich skincare designed to shield your skin from urban life struggles – digital exposure, sun damage, pollution, and other chemical culprits. Made from antioxidant-rich plants, essential oils, gemstones, and pure hemp oil, our glow-up skincare solutions help protect skin from daily urban stressors for healthy skin that vibes.





# The Founder

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**From Vanessa Florentino - A scientist by trade, an herbalist at heart**

After my career as a motocross racer (true story) left me with chronic injuries that Western medicine just couldn't fix, I turned to Ayurveda, plant and energy therapies to fully recover. With transformative effects that forever changed me, both physically and spiritually, I wanted to dive deeper into the magic and mystery of plant medicine. So I took my passion to school. I attended UC Santa Barbara, where I graduated with a B.S. in Chemical Engineering. I then gained experience through a variety of roles in skincare formulation, scale-up, and manufacturing from two of the leading CPG companies – Estee Lauder and Johnson & Johnson. As a cosmetic scientist I've seen thousands of plant actives tested for effectiveness, from sea algae found in the deepest parts of the ocean to tiny flowers that only blossom on Swiss mountain tops. But the skin-loving richness I've found from hemp is truly supernatural.

In 2018 I decided to create a brand unlike all the other “trend”-based CBD skincare companies. Fifth & Root formulas are uniquely created and developed by women scientists and herbalists in our own R&D and manufacturing facilities in Irvine, CA. We test every ingredient and every formula to ensure safety and performance, and we make sure that every formula feels heavenly. We're passionate about vibrant skincare solutions made with the best of nature. Fifth & Root brings plant rich, spell-binding skin and body care to all women seeking real, transformative results.

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**high vibe  
science**

# high vibe science

Everything in the universe is made of vibrational energy - think interactive subatomic particles! Everything we consume or surround ourselves with ultimately impacts our energy and health. At Fifth & Root, we're all about High-Vibe Living, which simply means making a conscious decision to be holistically healthy and happy in all aspects of life. This isn't easy to do, especially with today's modern challenges, but we believe it's truly how we're designed to live and even small changes help.



SMALL BATCH



PLANT-BASED



CRUELTY-FREE



ALL FEMALE  
LAB



NO PARABENS



NON GMO



VEGAN



MADE IN  
CALIFORNIA



GEMSTONE  
INFUSION



NO PRESERVATIVES



BOTANICAL  
TERPENES



TESTED INGREDIENTS  
FOR SAFETY



DESIGNED TO ELEVATE  
SKIN'S HEALTH +  
VITALITY



ETHICALLY SOURCED  
INGREDIENTS



NO SULFATES





# the entourage effect

Our formulations are all about the Entourage Effect - whole plant extractions that typically include CBD and more than 400 trace compounds including Terpenes. Many of these compounds work together to create what scientists refer to as an “entourage effect” that amplifies the therapeutic benefits of the plant’s individual components—so that the medicinal impact of the whole plant is greater than the sum of its parts. Here are additional high-vibe organic and naturally derived ingredients we thoughtfully selected to elevate our formulas’ positive net effects on the skin and body.

**Whole Plant CBD** - Potent antioxidant that protects skin from damage, allowing cells to vibrate at their highest potential. Cannabis in general resonates at a high healing frequency.

**Gemstones** - These dense conglomerations of minerals formed in the Earth hold spectacular vibrations to raise our frequencies to hold more and more light. In the same way, crystals can help ground us in our body with their dense vibrational energy.

**Essential Oils** - Pure grade essential oils are the essence of plant life. They are the divine vibration of Mother Earth, of sunlight, of fourth dimensional frequencies. They don’t just smell good, they can completely change your vibration to a higher frequency.

**Adaptogens** - Plant compounds that help to uplift stressed skin operating at a low frequency. They give life to the skin and help the body cope with stress and environmental aggressors.

**Cold Pressed Oils** - Exotic oils from around the world have been cold pressed to preserve their innate vibrations and powerful healing force.

**Powerful Plant Actives** - Similar to essential oils, each is high in concentrated energy from nature aimed at improving the skin without harming the cells or over-stressing.

**Solar Infused Herbs** - Captures the spectrum of solar frequencies known to have healing and energizing properties to the body. Herbs are infused during the Spring and Fall Equinox, as lunar energy is at its peak during these times, this maximizes the healing potential.



**f&r product  
range**





## Karmic Cleanse Gentle Exfoliating Cleanser

US \$29 RETAIL 0.6 OZ / 17.5G

### 50 MG CBD + TERPENES

Instant good skin karma starts here...

This powder-to-foam cleanser gives skin a daily hit of Superfoods while French Green Clay and Fruit Enzymes help draw out surface impurities and digest dead skin cells. CBD, Ground Hemp and Crushed Jade gently exfoliate and give good vibrations without drying, stripping or sucking the life out of your skin.

### KEY BENEFITS:

- Purifies
- Brightens
- Gently Exfoliates

### INGREDIENTS THAT VIBE:

- Matcha Tea
- Fruit Enzymes
- French Green Clay
- Ground Hemp Stalk & CBD
- Crushed Jade



## Second Nature Calming Facial Moisturizer

US \$48 RETAIL 1 FL OZ / 30 ML

### 250 MG CBD + TERPENES

An illuminating, cosmic complexion is now second nature...

With a lightweight, luxe texture, this is your ultimate skin savior against daily urban stressors (like pollution, unseen chemicals, and digital devices). Rich in Adaptogens and Terpenes that work in tandem with whole plant CBD and Plant Peptides, this inflammation-fighting and hydrating formula helps quench cortisol and deliver protective Antioxidants. Skin soaks it up so you can chill out.

### KEY BENEFITS:

- Soothes
- Hydrates
- Repairs
- Nourishes

### INGREDIENTS THAT VIBE:

- Adaptogens
- CBD Full Spectrum Extract
- Orange Blossom and Pomegranate Plant Peptides
- Terpenes







# High Glow Radiance Facial Oil

US \$48 RETAIL 1 FL OZ / 30ML

## 300 MG CBD + TERPENES

Got low glow? It's time to glow-up...

Undo the skin damaging effects of urban living and say bye to a dull, dry complexion with this high-vibe botanical oil blend rich in whole plant CBD & powerful plant actives that creates instant dewiness and lasting radiance. Cell renewal is boosted and skin looks eternally youthful, gorgeous and glowy.

## KEY BENEFITS:

- Purifies
- Brightens
- Gently Exfoliates

## INGREDIENTS THAT VIBE:

- **Bakuchiol** – A partial terpene (yay terpenes!) with antioxidant, soothing and bacteria-fighting activity has been shown in clinical studies to have retinol-like functionality and is similar in its ability to improve photoaging (wrinkles and hyperpigmentation) but with less irritation potential
- **CBD Full Spectrum Extract** – Has major inflammation-fighting compounds and helps reduce redness and irritation, bringing skin back to a state of happy balance
- **Blend of 7 Nourishing Oils** – Rich in essential fatty acids, vitamins, and antioxidants that help keep the skin barrier moisturized and intact
- **Ashwaganda & Passionflower** – Calming herbs that leave skin feeling elevated
- **Terpenes** – Antioxidants, soothing agents, penetration enhancers, and key players for the entourage effect





# Moonlight Cooling Glow Mask

US \$46 RETAIL 1 OZ / 30G



## 250 MG CBD + TERPENES

Give your skin some lunar love...

Take a moment to mellow out with this creamy, gemstone-infused clay mask that gives stressed skin a much-needed boost of radiance and relaxation. Ultra calming whole plant CBD and Cucumber help soothe while Kaolin Clay draws out the day's dulling dirt and impurities. Turmeric and Prickly Pear enzymes recharge and raise skin's vibration for that magical moonlit glow.

### KEY BENEFITS:

- Smooths
- Helps reduce irritation and redness
- Purifies
- Brightens

### INGREDIENTS THAT VIBE:

- Turmeric + Cucumber
- Moonstone
- CBD Full Spectrum Extract
- Terpenes

# Salvation All-Over CBD Salve

US \$48 RETAIL 1 OZ / 30 G



## 300 MG CBD + TERPENES

Like "shavasana" for the skin...

Velvety, buttery and beyond therapeutic, this high-vibe body balm puts a stressed, achy body in a more meditative state. With just one rub down, skin delights in plant goodness while sore muscles are soothed by the heavenly, centuries-old properties of St. John's Wort, Calendula and Cannabinoids for whole body salvation. Namaste (and you're welcome).

### KEY BENEFITS:

- Soothes aches and pains
- Grounding aromatherapy effects
- Skin calming and softening

### INGREDIENTS THAT VIBE:

- Arnica, Plantain, St John's Wort, Calendula, Gotu Kola herbs
- CBD & CBG
- Buddha Wood
- Therapeutic Terpene Blend



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root**

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**THANK YOU!**