

HOW THEY DID IT

EARTH BEAUTIES

Sarah Buscho and
Marina Storm's
eco-friendly skin-care
line is in full bloom

BY RACHEL BOWIE

Marina, *left*,
and Sarah in
New York City
for their debut



Lianna Tarantini

FOOD WASTE accounts for a large amount of emissions from landfills.
For an easy composting how-to, go to goodhousekeeping.com/compostdiy.



Sarah and Marina handpicking calendula blossoms for products in Sarah's garden



Earth Tu Face Shower Gel, left, and Skin Stick, a solid moisturizer for the lips, face and body

AT THE OHLONE CENTER OF Herbal Studies in Berkeley, CA, in 2007, aspiring herbal-medicine practitioners Sarah Buscho and Marina Storm learned they shared the same hobby: Both spent hours concocting homemade body oils and face creams using herbs from their gardens. “When you’re allergic to synthetic, perfumey products, you search for alternatives,” says Sarah, who grew up with sensitive skin, as did Marina. Frustrated by the dearth of luxe-feeling natural skin-care options on the market, they teamed up to sell their creations. “People are realizing that eating whole foods equals a healthy body,” says Marina. “We want them to make that same connection with their moisturizer.”

In 2010, the pair got to work in Sarah’s tiny apartment kitchen, developing a line of lotions and serums that soothe the skin and don’t irritate conditions such as psoriasis and rosacea. Two years later, their brand, Earth Tu Face, was born. Adored by celebs (like Alicia Silverstone), their potions are available online and in shops around the world (and, as of this month, at a new flagship store in Oakland, CA). We asked the green-thumbed ladies to share their recipes for healthy skin — and success.

PLANTING THE SEED While still at Ohlone, Sarah and Marina began testing salt scrubs on themselves and selling them at farmers’ markets, catching the eye of a buyer from a boutique in nearby Napa Valley. “They bought all our inventory,” says Sarah. “We realized that if we were going to create a skin-care line, we needed to figure out logistics.”

BUSINESS 101 To get started, they “invested savings from previous jobs, lived on a shoestring and ate a lot of food from our gardens,” says Sarah. Adds Marina, “Prelaunch, we were creating products, talking to manufacturers and learning Web skills.” Sarah even found a \$10 online tutorial on how to write a business plan. In 2012, helped by friends with media contacts, they introduced their line at a party in New York City.

PACKAGING PROBLEMS “In the beginning, the packaging was not fantastic. It was super granola,” says Sarah. They worked with a designer to come up with something luxe-looking, which helped, though there were other challenges. For one of their salt scrubs, “We had trouble finding lids that wouldn’t leak,” says Sarah. They also wanted to use green materials. For their best-selling Skin Stick, *above right*, they worked with a paper company to develop something biodegradable. “People often don’t recycle their plastic lip balm containers,” Marina notes. “Our Skin Stick is a zero-garbage [totally recyclable] product.”

PERFECT TEAM The Earth Tu Face office is based in Oakland, but “we still source some ingredients from our gardens,” says Marina, “like the lavender, calendula and rose petals in our exfoliant mask.” Sarah stores some of the essential oils they use in a mini fridge at home: “You want to keep them cold.” Two years into their business, they’ve learned they can depend on each other: “It’s great, when you’re freaking out, to have someone to call who totally understands the challenges,” says Marina.

SARAH BUSCHO & MARINA STORM

Age: 34 (Sarah); 35 (Marina)

Current city: Oakland, CA

On productive brainstorming:

“We hike three mornings a week and use the time to talk,” says Sarah. “It’s much nicer than being in the office!”

On staying focused: They keep goals tacked up on a bulletin board at work. “Seeing them daily means you don’t forget them,” Marina says.

On being a good business partner:

“Trust and respect each other,” says Marina. “We know to put our egos to the side to think about the bigger picture.”