



# TERRA & LAVA

MAYAN WISDOM | CONSCIOUS SKINCARE

# CONSCIOUS SKINCARE WITH MAYAN WISDOM

Tierra & Lava creates natural skin care products with Mayan ingredients for conscious consumers, generating economic impact and a source of pride for smallholder farmers in Guatemala



## MAYAN ROOTS

Modern formulas  
inspired by centuries old  
Mayan healing wisdom

## ALCHEMY

Synergistic blend of  
unique local ingredients  
with scientifically  
proven benefits

## ZERO WASTE

Biodegradable or  
reusable packaging,  
Genuinely Green  
Principles

## IMPACT

Commitment to helping  
small family farms grow,  
Fair Trade Certified



**Dona Maria works with her family to process Sapote in a sacred Mayan ceremony. This Sapote paste has been used traditionally as a shampoo and has scientifically proven hair and skincare benefits. Which is where we come in.**

**We currently work with 65 small-holder farmers like Dona Maria in Guatemala in 25 rural communities.**

# TIERRA & LAVA PRODUCTS

Enthusiastic testimonials and repeat purchases have validated our product-market fit



DEODORANTS

\*sold with ArmPit Detox



FACE SERUM



SUNSCREEN



MULTI-USE BALM



BABY BUM



CHEST SOOTHER



\* We can create custom formulas and have formulated over 70 recipes



IMPACT

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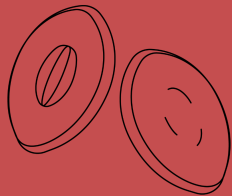
ZERO WASTE

Biodegradable or reusable packaging, Genuinely Green Principles



# TIERRA & LAVA

conscious care with mayan wisdom



## SAPOTE

MAYAN ROOTS

Modern formulas inspired by centuries old Mayan healing wisdom

ALCHEMY

Synergistic blend of unique local ingredients with scientifically proven benefits





**Miller Center**  
for Social Entrepreneurship

ECO  
EXCELLENCE  
AWARDS™

2022  
WINNER

Best Sunscreen



**VITAL VOICES**  
GLOBAL PARTNERSHIP



credo

**CREDO** *for*  
**CHANGE**

*Welcome Class of 2021!*



**CERTIFIED  
FAIR TRADE**  
FairTSA.org™

**Social Entrepreneur  
Scholarship**





In 2021 we sold 7.5k Products & earned \$40k in revenue



This will impact:  
**65** Smallholder Farmers

**25** Rural Communities in Central America



We build sustainably to continue our impact with 75,000 lives impacted including customers, suppliers & employees

# OUR CURRENT IMPACT

- We prioritize our local suppliers
  - 93% of all company expenses are spent in Guatemala
- We are committed to zero waste
  - Saved 35,000+ plastic containers
  - Saved 500 kg of plastic from the landfill
- Women owned & operated



# PARTNER SPOTLIGHT

## Don Maximiliano Lopez - Mayan Black Salt

Don Max extracts salt in his Guatemalan highlands village. Volcanic black salt has been used by the Mayan people for therapeutic purposes and considered sacred for centuries. Don Max learned his trade from his father who learned from his father, and so it went for many generations.

The soil he uses over the salt flats has been recycled for the same amount of time. It is as much of a ritual as it is salt production. The salt is drawn up through his cultivated soil by the heat of the sun. He filters the salt and evaporates the water over a 10-hour tended to woodfire in the century old adobe hut until his handmade clay pots are full of the precious solid black salt.

*Our Impact: We pay Don Max above market value for his salt to keep this unique tradition alive and to inspire new salt entrepreneurs to improve the economy of Guatemala's riverside villages.*





# MARKET OPPORTUNITY

[Yahoo Finance 2021](#)  
[Formula Botanica](#)  
[We Are Social](#)  
[Forbes](#)  
[Imarc Group](#)  
[PwC](#)  
[Nosto](#)

Explosive Growth  
of “Clean” & “Green”  
Beauty

The Rise of the  
Conscious Consumer

**Global Organic & Natural Beauty Market**  
\$54BN by 2027

**Overall Global Market Growth of Beauty**  
Growth of CAGR 19.4% 2021-2026

## Social Impact Focus

88% of consumers say they want to make a difference

## Eco-Friendly Consumer Focus

- 50% of all consumers in 2021 buy ECO
- 7/10 prefer no chemicals “clean”
- 59% of consumers want organic

**Tierra & Lava offers what Conscious Consumers want:**  
Quality Ingredients + Genuinely Green Principles + Social Impact

# US RETAIL PARTNERS



EARTHHERO®

Choices Make Changes



Beautyologie



ZERO WASTE HERO



**DoneGood**

Use your purchasing power for good

# HOSPITALITY PARTNERS



Our Hotel Partners each have exclusive signature scents and packaging that we collaboratively designed to fit each hotel's unique needs.

Lush

POSADA  
DEL ANGEL

Saltfish  
Oasis  
GUATEMALA

EARTH LODGE



GOOD HOTEL™  
ANTIGUA



viaventure



MESÓN  
PANZA VERDE

# SCALING THE SUPPLY LINE

## (sourcing to end consumer)

- INCREASING IMPACT
  - Optimising the farmer network we already have that specialise in polyculture
  - Farmers growing exclusively for T&L
  - T&L creating land and farms for local farmers to grow on for learning (support their costs, manage the raw material with exclusive access and rights)
  - Supply of seeds and training to farmers
- SECURING SUPPLY
  - Working with suppliers to get fixed long-term prices based on commitment to purchase a certain amount over that time
  - Ex. Deodorant: bottleneck ingredients are coconut oil, beeswax, cocoa butter, chamomile flowers, geranium leaves, copal
- ENSURING CAPACITY & SHIPPING
  - Local contract manufacturing
  - Shipping Packaging and economies of scale

# JUSTIFIABLE ASK



## \$120,000 in Soft Loan/Alternative Term Debt

(at least \$75,000 by end of 2022, and capital infusions ongoing)

- **Dedicated Sales Team - Customer Relations Salesperson:** Scale production & sales initiatives listed below (\$60,000)
- **Scale production and Sales Initiatives**(\$30,000)
- **Working Capital:** (\$30,000)

# OUR TEAM: WOMEN OWNED & OPERATED



**LUCY ASHMAN**  
FOUNDER & BOTANICAL  
ALCHEMIST



**ALEJANDRA**  
HOSPITALITY STRATEGIC  
ADVISOR



**MINDY RAMOS**  
PRODUCTION  
CUSTOMER RELATIONS



**MAYCA CARRILLO**  
TEAM LEADER / ADMIN  
SALES FULFILMENT



**KASEY PIXTUN**  
PACKAGING /  
SUPPLIER RELATIONS



**HARRIET GOTTLIEB**  
MANUFACTURING PARTNER



**CORRINA GRACE**  
STRATEGIC ADVISOR



**HALEY PINTO**  
DIGITAL STRATEGIST /  
COMMUNITY MANAGER



**ASHLEY BLACK**  
STORY TELLER



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HANDMADE  
FROM NATURE



WOMAN  
OWNED



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