

Ingredients®

Founders' Story

When they met in Miami, Myriam was 19 and Eric was 26. They each had a passion for natural health and they shared French roots (she grew up in Paris, he in Casablanca). And together they nurtured the elusive spark of the entrepreneur. Seeking new opportunities, they moved to New York City in 1995. Myriam began to study Herbology, Eastern medicine and aromatherapy. Eric joined a small company distributing English shaving products for men.

In their apartment's small kitchen, Myriam created a special oil for Eric to use before shaving—like many men, he'd been having shaving irritations. In a burst of couple's creativity, a new shaving brand was born. In the fall of 1996, they opened for business and the sign outside read The Art of Shaving.

Myriam was an early pioneer of green chemistry developing The Art of Shaving in her in house state of the art laboratory. Eric led the company's strong business growth. Within ten years, The Art of Shaving became the leading upscale men's grooming brand in America.

This shaving upstart caught the attention of Gillette. That shaving giant, part of Procter & Gamble, acquired their company in 2009. P&G asked Eric to continue in his role as CEO while Myriam served as a consultant to P&G's research team. They stayed on for two years to help guide their brand.

Once they became free agents, Myriam and Eric gained independence—and plenty of time. They could experience the joys of raising their two young boys. And, without the distraction of running a business, they found time to expand their wellness studies of nutrition, fitness, meditation, sleep, and home detoxification.

They were always dissatisfied with brands that used toxic chemicals in products. But now a new wave of “clean,” natural brands began flooding the market—all full of good intentions. But those products fell short of Myriam and Eric's expectations for purity and efficacy. And so—once again—the couple set out to create a brand that would give consumers a better experience.

The objective of Ingredients® was to raise the bar on purity. This new brand would redefine what safe products should be. The goal: products made with 100% pure plant-based ingredients. They would not be diluted with water or contain hidden fillers or chemical preservatives. For maximum efficacy, they would limit their formulas to the fewest ingredients—and deliver them in high dosages.

Then they did something radically transparent. It was something no other brand had ever done before. They printed the name of every ingredient—along with the exact percentage used—on the front of the bottles. Myriam and Eric want you to know exactly what each product contains. It was this obsessive focus on natural plant-based ingredients that inspired the company name.

A natural lifestyle is a journey. Our hope is that you will join us—in everything you do—as you pursue the path to optimal wellness.