

# THANK YOU FARMER

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Interview: Victoria Yun at Thank You Farmer HQ in Seoul  
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## HOW IT ALL BEGAN

Thank You Farmer, was founded in 2015 in Seoul by a visionary CEO who previously served as the CEO of another skincare brand in Korea, where he began as an intern and eventually climbed the ranks to the top position. Growing up in the countryside with hardworking and dedicated parents who were farmers, he was inspired to start his own business and channel his knowledge and passion into creating something unique. The company's initial goal was to develop simple and customer-friendly skincare products.

The core values of Thank You Farmer, revolve around creating products that are worth investing time in. Their mission is to offer high-quality skincare solutions that customers can trust.

## HOW TO STAY AHEAD OF TRENDS

To stay up to date with the latest skincare trends, Thank You Farmer collaborates with one of Korea's biggest manufacturing companies, Kolmar. Their research and development (R&D) team actively monitors emerging trends and conducts thorough research. Additionally, the company engages in frequent communication with customers and various partners to understand the evolving market demands both domestically and internationally.

## TREND (FORECASTS) IN KOREA

In the Korean skincare market, toner pads have gained popularity due to their convenience and multi-functionality. Korean consumers appreciate products that are easy to use and offer multiple benefits, such as toner pads that can also double as masks. However, sustainability is not as prevalent a concern in Korea as it is in Europe.

Regarding trending ingredients in the skincare market, there is no specific single ingredient dominating the Korean market currently. Vegan formulas, however, are gaining popularity, although some brands face challenges in formulating effective products due to restricted ingredient lists. Thank You Farmer also offers a vegan line, with Centella as the main ingredient.

The company believed in the power of prevention, a concept embraced in Korea, where skincare was seen as a means to avoid skin problems rather than merely treating them when they occurred. This approach differed from the European mindset, where consumers tended to address concerns as they arose.



## TREND (FORECASTS) IN EUROPE

As for the European market, people tend to favour SPF products due to their lightweight texture and lack of white cast. Thank You Farmer's SPF products are well-received in Europe, with different SPF levels available for various skin types. European customers often seek solutions to address specific skin. Predicting the next skincare trend is challenging, but it is expected that skincare routines will become simpler in the future. The sustainability issue is also likely to gain more importance among consumers.

In the international market, Thank You Farmer faces both opportunities and challenges. Dealing with different countries requires various documentation and registrations, which can be costly and time-consuming. However, the brand's CPNP\* registration allows them to sell all their products in Europe, which has been a positive aspect of their international expansion, concerns, while Korean consumers tend to focus on preventive skin care.

## WHAT DIFFERENTIATES THANK YOU FARMER

What sets Thank You Farmer apart from other skincare brands is their commitment to researching and developing their ingredients, making their products unique. The CEO's initial goal was to sell internationally before gaining traction in the Korean market, aiming to share Korean skincare products with the world.

In the near future, Thank You Farmer plans to launch a new face scrub and an anti-ageing line, providing customers with more exciting products to look forward to. Their dedication to research and continuous product development ensures that they stay relevant in the competitive global skincare market.

## SUSTAINABILITY AND FUTURE

Regarding sustainability and environmental friendliness, Thank You Farmer acknowledges the need for improvement. While they have plans for rebranding and adopting more sustainable and eco-friendly packaging, they recognize the challenges of implementing such changes all at once. Currently, their focus is on producing the right amount of products to minimize waste by avoiding overstocking and excessive production.

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\*CPNP: The Cosmetic Products Notification Portal (CPNP) is an online notification platform used to submit technical information related to cosmetic products to be marketed in the European Union (EU). The notification has to be performed when the cosmetic products are compliant with the relevant legislation.



Thank You Farmer's best-selling product currently is the Phyto Reliefful™ Cica Gel Cleanser, which stands out with visible plant pieces inside, appealing to customers who enjoy sharing unique skincare products online.