



## LOCAL PRODUCTS

# De La Terre Skincare

..... BY TREVOR CLARK .....

When Anne Willis sold her south Florida skincare practice in 2002, she considered changing careers. Ready to enlist in a New York culinary school to become a chef, she received an invitation to attend a wellness conference in Thailand with 350 delegates from more than 40 nations. Her participation in the conference reignited her desire to use her expertise in skincare to improve overall wellness.

In addition to Thailand, Anne traveled to Germany and India to learn how different cultures use homeopathic remedies to treat skin. With her newfound knowledge, she created a line of skincare products using exclusively natural and organic ingredients and processes. In 2008, Anne founded De La Terre Skincare, from French meaning “Of the Earth,” in Asheville to share her products with the world.

According to Anne, skincare has changed a lot over the years, not only because of new technologies, but also because of a change in bodies.

“I’ve had this really interesting perspective ... of seeing skin as an organ change over four decades, and that’s been extraordinary,” says Anne. “Skin is not as dense as it used to be, it doesn’t have the ability to hold nutrients like it used to, it doesn’t hold moisture like it used to. We’re seeing a rise in autoimmune skin conditions and inflammation of the skin like nothing we’ve ever seen before.”

De La Terre boasts a variety of treatment options, including herbal teas, balms, and lotions. While much of the modern skincare industry works against natural bodily processes, De La Terre takes a holistic approach,

creating products that work to enrich and revitalize the skin. These products not only work for cosmetic benefits, but also aim to help particular ailments of the skin. The company designs wellness kits to address specific issues with the skin, such as inflammation or seasonal irritations.

One major health focus of the company is aiding cancer patients during treatment.

“We have products and therapies that were developed to help deal with the side effects from chemotherapy and radiation,” says Anne. “Skin becomes much more fragile and sensitized, so the company focuses on oncology skincare. We are in several hospitals and holistic medical centers where (our products) have been accepted and approved to be used in this capacity.” De La Terre works with Cornucopia Cancer Support Center, a holistic practice based in Durham, North Carolina, to ease these sensitivities.

“When people buy De La Terre products through (Cornucopia’s) website, we donate 15 percent of the proceeds to Cornucopia,” Anne says. “We’re really proud of that relationship and helping to introduce these patients to a more holistic approach.”

Ultimately, Anne sees De La Terre Skincare not as simply a company, but as a way to give back to the world and incorporate wellness into day-to-day life. Though they provide the product, De La Terre’s true focus is the patient.

“Our goal is to make people feel better,” Anne says. “I can have the vision, but if I don’t have the people that can be part of it, it doesn’t mean anything.”

*To find out more about De La Terre skincare and their products, visit [delaterreskincare.com](http://delaterreskincare.com). Trevor Clark is a writer living in Asheville and can be contacted at [trevorclarkwriter@gmail.com](mailto:trevorclarkwriter@gmail.com).*

