

WOMEN AT WORK

# Interview: Seed to Skin Founder Jeanette Thottrup

How one woman's passionate journey sparked a natural skincare revolution.

MARCH 21, 2023



LORENZO MENNONNA

Originally from Denmark, Jeanette Thottrup worked in London as a fashion designer before moving to Tuscany in 2001 with her husband, renowned builder Claus Thottrup. Together, they created **Borgo Santo Pietro**, an enchanting Tuscan countryside estate, which today includes a five-star boutique hotel, spa, organic farm, herb house, Michelin-starred

restaurant, trattoria and cooking school. Under their mindful care the estate blossomed, but the couple's achievement was clouded by their struggle to start a family. After countless treatments including IVF proved ineffective, Jeanette turned to alternative healing. Together with Claus she dramatically changed her lifestyle—opting for a balanced diet, acupuncture and natural remedies—and two years later their son was born.

Inspired by her experience, Jeanette devoted herself to studying natural medicine. As she dug deeper into her field, she discovered the untapped potential of nature's active properties in skincare when combined with advanced molecular science. The result is Seed to Skin Tuscany, an award-winning skincare and spa line that goes beyond the trend of purely natural, combining the power of nature's curative properties with the results-driven efficiency of advanced science and to truly activate cell repair and regeneration.

***VF: What's your favourite product and why?***

JT: I don't think I can say that I have one favourite product as I love to use and mix the products of our line according to my skin needs, and that depends very much on the season as well as on where I am and how I feel. However, one would be The Divine Cleanse, our unique double cleansing emulsifying gel. It contains detoxifying green clay from quarries of ancient marine beds, which gently but effectively deep cleanses and draws out impurities. The marine plankton boosts the skin's collagen production and increases elasticity, leaving a clear and luminous complexion. Another product that I'm really proud of when it comes to formulation and efficacy is The Black Magic. We call this detoxifying oxygen mask a "facial in a jar", as it instantly rejuvenates and transforms your skin. A hybrid between a resurfacing and detoxifying firming treatment, as well as a real oxygen boost, this triple-action mask energises your skin cells down to the deepest level.

***VF: What are the plans for the future?***

JT: I love formulating and we have a lot in the pipeline. Our next important launch is going to be this year—a new day and night complex we have been working on for more than four years. I know it's two revolutionary formulas for the natural skincare industry and I can't wait to make them available to our clients.

***VF: What's your best piece of advice when it comes to wellbeing and skincare?***

JT: The worst thing for our body, skin and mental health is stress. It literally breaks down our bodies and limits our vision and joy. Turn your energy inwards and tune in to your mental state every day and recognise and acknowledge what you feel and allow it. I take time to do this every

day even if it is for just 10 minutes. We so often override our emotions and our needs to be the best image of ourselves rather than our best version for ourselves. Self-love and self-care can be hard if we don't start with self acceptance, that's why I start there.

## Cocktail Hour

Sign up for our essential daily brief and never miss a story. It's on the house.

**ENTER YOUR E-MAIL ADDRESS**

**SIGN UP**

By signing up you agree to our [User Agreement](#) and [Privacy Policy & Cookie Statement](#).

---

**READ MORE**

---