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Beauty Apothecaries That Should Be On Your Radar



Where: Farmaesthetics, Portsmouth, RI

The Story

Owner Brenda Brock grew up in what she calls "kitchen culture." She's originally from a farming family in Texas, and her great aunts and grandmothers taught her how to create herbal concoctions for health and beauty purposes — which eventually became her lifelong passion.

"I wanted to build a small-town American apothecary, similar to the one I knew growing up in Texas," says Brock. "So when an old, empty space that had originally been an 1850s hotel lobby in Newport became available, I knew it was the perfect palette for the experience I wanted to recreate."

With the help of her fam, the space is now totally renovated, complete with a New Orleans-style courtyard in the back where the store hosts evening events with clients, neighbors, and friends.

What It Offers

Unlike some apothecaries, which sell smaller batches of select brands, Farmaesthetics offers its own personal concoctions only. "Our formulations utilize whole, natural ingredients in combinations to create a benefit delivery based on the whole, rather than relying on one isolated, latest, greatest, star cosmetic ingredient," explains Brock. "We are truly, strictly, and unwaveringly 100% natural American herbal formulations."



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Her products have even been acknowledged as a luxury treatment line *and* compared in effectiveness to top pharmaceutical skin-care lines. "The heartbeat of our line is our Fine Herbal Cleanser, Sweet Milk Facial Exfoliates, Herbal Hydration Complex Mask, and Complexion Conserve Serum," says Brock. In addition to skin care, Brock and Co. offer treatments such as facials, massages, and saltwater soaks.

The Experience

When you walk into Farmaesthetics, Brock wants you to feel as if you were transported to a space that activates all of your senses. "It's an alive space where the herbs, flowers, infusions, and formulas emanate from the shelves," she says. "And people are actually drawn to the products they might need!"

As for the interior setup, the charming shop features hardwood floors, natural light, and a reconstructed wood-and-sea-glass fireplace — the vibe is homey, welcoming, and the pale color palette allows the products to pop.

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