



← Giselle Go (pictured, left) and Philippe Terrien (pictured, right), co-founders of the Tokyo-based skincare brand Dam Dam.

→ Dam Dam is made locally with non-toxic ingredients, including vetiver, sunflower, and avocado oils, and is free of synthetics and excessive or unnecessary packaging.

↘ Go and Terrien share the same skincare routine: "Nomad's Cream cleanser, and a mix of Paradisi Mist essence and Magic Drops oil serum to seal in moisture," says Go.

↘↘ The name Dam Dam is from the Filipino word meaning "sensation" or "conscious awareness."

AFTER WORKING IN THE FASHION INDUSTRY, GISELLE GO AND PHILIPPE TERRIEN FELT DISILLUSIONED WITH EXCESSIVE CONSUMERISM—the need for many things rather than a few well-made basics. In a bid to reduce waste, the duo launched Dam Dam in 2018: the Tokyo-based, minimalist skincare line includes just five multi-tasking products—a hydrating serum, balancing mist, and clarifying mask among them—all manufactured locally in lab near Yokohama to lower the carbon footprint. The graphic, blue-and-green striped packaging, meanwhile, utilizes recycled paper and recycled plastic bottles.

The pared-back approach allows the craftsmanship behind the plant-based brand to stand out, particularly Go's interest in centuries-old rituals. "Japanese skincare starts with a clean base so double cleansing is really important," she says of the inspiration

behind the brand's Nomad's Cream cleanser, which is made with a Japanese variety of potato, that "not only provides a deep cleanse but also leaves the skin super moisturized and plumped." Creative collaboration is central to their ethos as well. The duo recently created an origami-inspired toiletry pouch with Canaan, a social enterprise in Bali that supports local artisans and ancient weaving methods. "More and more people are concerned with the provenance of products and how they were made," finds Go.

At home, the partners get hands-on with botanical ingredients offline, tending to their rooftop terrace gardens as a form of wellness. "It started with just a bunch of herbs, which Philippe uses for cooking, and now we are expanding into growing vegetables, such as sweet potatoes, edamame, okra," says Go. "It really allows us to be grounded, to be in touch with nature."



*“More and more people are concerned about the provenance of products and how they were made. Beauty is being redefined by different values: simplicity of formulas, origin of products, and being special versus being everywhere.”*

