

CRÉATIONS SOINS®

NORDIC BEAUTY MYSTERIES



» NATURE MEETS SCIENCE

Benefits of **Nordic Beauty** are well-kept treasures. They are traditionally shared only between mothers and daughters, but now we want to share them with everybody.

Nordic Beauty product range consists of elements from earth, forest and fields.

Nordic Beauty Peat originates in swamp, where it has been naturally developed during hundreds of years. The use of peat has a long tradition in spas and even in medical applications. In modern masks, scrubs and treatments, Nordic Beauty Peat increases microcirculation, hydration and elasticity of the skin.

Nordic Beauty Birch Sap is traditionally used as a beauty drink in Nordic countries to detoxify and nourish the body. In cosmetic applications, the most efficient way to benefit from its activity, is to replace water with Nordic Beauty Birch Sap. It contains three different sugars: xylitol, fructose and glucose, which all hydrate skin. It is also rich in minerals, enzymes, vitamins and proteins, which rejuvenate the skin.

Nordic Beauty Pine Bark extract is a perfect mixture of natural antioxidants, like procyanidins and bioflavonoids, which protect collagen and elastin from degradation and hence from skin aging. Nordic Beauty Pine Bark also inhibits pigment formation in skin.

Nordic Beauty Berry extracts are based on bilberry and lingonberry, which grow freely in Nordic forests. As in summer the daylight lasts for almost 24 hours and it is very intense, the concentration of vitamins and antioxidants, like anthocyanins, is much higher than in berries found more South. Anthocyanins provide also beautiful natural colour. We have products in extract form and exfoliants.

Nordic Beauty Flaxseed is considered as super food in the Nordic countries. Nordic Flaxseeds contain 10-15% more omega-3 than Flaxseeds grown further South, mainly due to long daylight in summer. Nordic Beauty Flaxseed is a perfect scrub which smoothens skin and soothes irritations.

These are the first whispers, get the whole story in Paris **In-Cosmetics, stand F91.**

More information on the website
www.theinnovationcompany.fr