



Unique Nature of the Nordics

Sustainable Forestry

Finland has a long history of protecting its forests and other natural resources by legislation. The various regulations guarantee the preservation of these national treasures and help to alleviate the impact of climate change. Finland is the largest producer of wood in Europe and among the largest in the world. Regardless of this, more wood is grown than harvested in Finland annually, allowing the local forests to function as a carbon sink removing carbon from the atmosphere.

Distinct ecosystem due to unique conditions

From a geographical standpoint, Finland is located in an intermediate zone between maritime and continental climates, and belongs to the boreal vegetation zone for the most part. The boreal zone is characterized by warm summers and freezing winters requiring the fauna to survive such extremes. Another distinct factor is the variation in photoperiods. There is a lack of sunshine during the dark winter and the extreme light exposure during the summer. In the northern parts of Finland the sun does not set for 73 consecutive days during the summer nor does it rise for 51 days during the winter. The conditions are somewhat less extreme in the south but the seasonal variations in temperature and light exposure are still a considerable factor influencing the growth period making it short but intense all through the country.

Survival of the fittest under the midnight sun

One of the survival mechanisms of plants in these extreme conditions is production of additional secondary metabolites, such as flavonoids. Light intensity, photoperiod and temperature are known to influence the biosynthesis of many secondary metabolites and it has been shown that long days with cool night temperatures in the northern latitudes increase the production of various aromatic and nutritional compounds. Plants growing in colder climates are able to maintain higher photosynthetic rates at lower temperatures than plants growing in warmer climates. Lower temperatures have also been shown to induce anthocyanin synthesis in various species, but this requires light, which the nordic midnight sun offers. The nordic summers with cool temperatures and almost continuous sunlight are a unique growing condition, maximizing the synthesis of antioxidants in the plants, making them some of the most potent sources of active ingredients in the world.

Traditional Phytotherapy

Various plant based remedies were traditionally used in beauty care. Due to the four distinct seasons, not all ingredients were available year round. Some of the fresh ingredients such as birch sap were available only in the spring, whereas dried birch leaves and birch ash could be stored for longer periods of time. Drying and making extracts were ways of preserving some of the ingredients otherwise only available during spring and summer. Honey and various honey based concoctions were also used, as was peat from the peatlands. These ingredients had a major role in treating the whole body and they were used most often in sauna. The traditional beauty rituals were not only based on various natural ingredients but incantations or enchantments were used to enhance the effectiveness of the treatments. Sauna has also been, and still is, an important part of Finnish beauty rituals.

Now let's build the future !



NORDIC BEAUTY
FINLANDIA®

Unique Products from the Nature of Finland



Nordic Beauty Finlandia® is our latest range of natural ingredients from the earth, forests, and fields of Finland. The main raw material in our product family is peat, but we also manufacture products from berries, birch sap, and pine bark. Besides pure, Finnish nature is also perceived as rather exotic in the world since its Plantae is very different from, say, the south of Europe. In addition, its survival over the long winter in the frozen ground is considered a miracle. Plants have been selected in such a way that they can produce large amounts of antioxidants and other valuable compounds to survive in harsh weather conditions.

These compounds also make the plants fascinating raw materials for cosmetics, as they are active substances that nourish and protect the skin from aging, keeping it supple. In Finland, we also have the purest water in the world, according to Unicef. We offer Nordic Beauty® Aqua Finlandia, which is natural spring water with very low mineral content pumped directly from groundwater deposits. All ingredients are harvested in Finland, carefully selected environmental conditions ensuring the high quality and purity of the ingredients. Sustainable harvesting practices and modern processing technologies are used to produce highly functional ingredients while respecting the unique nature of the Nordics and their lifestyle.

The Nordic Beauty Finlandia® range consists of natural materials from the Nordics with a long history of use as healing or beautifying ingredients. They meet the ISO 16128-1 standard for natural and organic cosmetic ingredients and are ideal materials for natural beauty products ranging from skin and body care to professional beauty and wellness treatments.

Nordic Beauty®
Aqua Finlandia

Nordic Beauty®
Oil Finlandia

Nordic Beauty®
Berry Extracts

Nordic Beauty®
Pine Bark Extract

Nordic Beauty®
Peat

Nordic Beauty®
Birch Sap & Leaf Extract

Product Range



Nordic Beauty® Aqua Finlandia

In the middle of unspoiled Finnish landscape lies the spring of Karvia of which natural spring water Aqua Finlandia is collected. Aqua Finlandia is totally intact by any pollutions, as it has been protected under ground since the ice-age. The aquifers in Finland's glacial deposits rank in intrinsic quality among the best reserves of groundwater in the world.



Nordic Beauty® Oil Finlandia

We offer different vegetable oils based on seeds grown in Finland. Brassica Finlandia (Brassica rapa L. subsp. Oleifera) is grown only in limited areas in the Northern Europe, and more precisely in Finland. It is rich in α -linoleic acid and tocopherols. Linum Finlandia is based on flaxseed (Linum Usitatissimum), rich in omega-3 fatty acids.

- Nordic Beauty® Brassica
- Nordic Beauty® Linum



Nordic Beauty® Berry Extract

The Berry extracts are produced from wild forest grown Nordic berries with naturally high polyphenol content. Birch sap is used as a delivery system for the berry extracts. The extracts can be used in any skin care application in which a high antioxidant capacity is desired.

- Nordic Beauty® Bilberry Extract
- Nordic Beauty® Ligonberry Extract
- Nordic Beauty® Sea Buckthorn Extract
- Nordic Beauty® Cloudberry Extract
- Nordic Beauty® Rowanberry Extract



Nordic Beauty® Birch Sap & Leaf Extract

Birch Sap is a bioactive fluid containing a wide variety of nutrients. It lends itself to be used as an active base for any skin care formulations. The Birch Sap gel is gellified birch sap with natural hydroxyethylcellulose. The gel can be used to provide structure and texture to skin care applications while functioning as an active base for the product. The Birch Leaf extract provides flavonoids to skin and sun care application.

- Nordic Beauty® Birch Sap
- Nordic Beauty® Leaf Extract



Nordic Beauty® Pine Bark Extract

Pine Bark extract is rich in phenolic compounds, mainly resveratrol and catechins. Pine Bark extract functions as a strong antioxidant in skin and sun care formulations.

- Nordic Beauty® Pine Bark Extract



Nordic Beauty® Peat

Peat is highly active biomass rich in humic and fulvic acids and other active substances. Peat is an ideal material for face masks and body treatments while Peat extract can be used in any skin care applications.

- Nordic Beauty® Peat
- Nordic Beauty® Peat Extract