

Certified Organic Skincare Products from Northern Europe

September 2023

Viking Beauty Secrets, Inc. 917-705-0070. www.vikingbeauty.com eha@vikingbeauty.com



Our Mission

Viking Beauty Secrets products' main ingredients are the Nordic super-antioxidant berries that have been used for skincare and wellness for centuries

It is our mission to now bring these Viking Beauty Secrets to North America









Sea Buckthorn

A nutritional powerhouse containing omega-3, 6, 9 and 7 that promotes skin hydration, elasticity and skin regeneration.

Rowanberries

Rowanberries have a very high vitamin content which stimulates blood circulation and provides a regenerative and energizing effect on the skin.

Cloudberries

This Nordic super berry has twice as much vitamin C as oranges, and is loaded with vitamin E, omega-3 and omega-6.

Innovative Ingredients



As a Sustainable Skincare Brand, Viking Beauty Secrets uses Icelandic Volcanic Black Sand – not plastic microbeads - in its award-winning Exfoliating Scrub.





This innovative ingredient not only draws out toxins from the skin but is safe for the water system and the environment

Viking Beauty Secrets Founder – Eha Urbsalu





- 20 years experience in the Fashion and Advertising industries, photo and video productions, organizing fashion shows and TV interviews
- 10 years experience in Product Development, Marketing and Merchandising
- 15 years experience in showrooms for Gottex, David's Bridal, Nygard, Jockey, Emanuel Ungaro and others
- Worked with *Dillard's* executives and Buyers in Merchandising *Nygard* women's fashions for 300+ *Dillard's* stores
- B.A. in Arts in Film and Media Arts / Summa Cum Laude / SUNY ESC / 2013 / New York, NY
- Former Miss Estonia, finalist of Supermodel of the World and finalist of Miss Europe, Actress/director/screenwriter



- CEO/Founder, Swimera (manufacturer of swimwear products for open water swimmers). International Spokesperson and Advocate for WorldCleanUp Day.
- 5-time Guinness World Record Holder in Mermaid Monofin swims. Qualifier, Olympic Trials 2021. Silver Medalist –World Ice Swimming Competition.
- https://www.youtube.com/watch?v=ItXhQ_pIYHU





Product Line 2023



Ecocert COSMOS Certified Organic Products

Our Award-Winning Products



Day Cream
30 ml/1 oz
Best Moisturizer 2019
By Think Dirty
Buduaar Ilulemmik 2021 Best Estonian Cosmetic Product



Eye Cream 15 ml/0.5 oz

Anne & Stiil Ilulemmik 2022 -Best Eco-Product



Night Cream 30 ml/1 oz

Beauty Shortlist Awards 2021 Editor's Choice – Award Winner



Foam Cleanser with Calendula & Rosewater 100 ml / 3.8 oz



Face Scrub
60 ml/2 oz
Best Exfoliator 2020 by Think Dirty
Beauty Shortlists Award 2021
Editor's Choice – Award Winner
Clean Beauty Awards 2021 – Face Scrub
Global Green Beauty Awards 2022



Glow Face Oil with Sea Buckthorn & Borage Seed Oil 15 ml/0.5 oz





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Price Sheet (includes 1 Tester per order of 4)

Product	Description	Wgt	Wholesale Price (min 4)	Suggested Retail Price	Product	Description	Wgt	Wholesale Price (min 4)	Suggested Retail Price
Day Cream	Quick absorbing Certified Organic Day Cream with sea buck- thorn, rowanberries and Hyaluronic acid, which restores the deepest layers of moisture and protects the skin from free radical damage	30 ml	\$23.00	\$46.00	Eye Cream	Certified Organic Eye Cream with cloudberries, sea buckthorn and Hyaluronic acid that is hydrating and firming while it reconstructs the delicate skin around the eye area	15 ml	\$18.00	\$36.00
Night Cream	Certified Organic restorative Night Cream with cloudberries, rowanberries and Hyaluronic acid that repairs skin and helps to neutralize daily environmental damage	30 ml	\$24.00	\$48.00	Glow Face Oil	Certified Organic Glow Face Oil made with 11 Natural essential oils, including jojoba, evening primrose, almond and blueberry oils. Gives intense nourishment and natural glow	15 ml	\$20.00	\$40.00
Facial Scrub	Certified Organic oil-to- milk Face Scrub containing Icelandic Volcanic Black Sand and rowanberries for gentle exfoliation and rejuvenation of skin	60 ml	\$17.00	\$34.00	Foam Cleanser	Certified Natural Foam Cleanser with Calendula, Chamomile and Rosewater gently yet deeply cleanses Skin and removes impurities and make- up	100 ml	\$12.00	\$24.00

Nordic Super-Antioxidant Berries – Scientific Claims





Sea Buckthorn

Valuable substances contained in seabuckthorn oil play an important role in the proper functioning of the human body and give skin a beautiful and healthy appearance. A balanced composition of fatty acids give the number of vitamins or their range in this oil and explains its frequent use in cosmetic products for the care of dry, flaky or rapidly aging skin. Moreover, its unique unsaturated fatty acids, such as palmitoleic acid (omega-7) and gamma-linolenic acid (omega-6), give sea-buckthorn oil skin regeneration and repair properties. Because inside the skin the gamma-linolenic acid is converted to prostaglandins, sea-buckthorn oil protects against infections, prevents allergies, eliminates inflammation and inhibits the aging process. With close to properties, sea-buckthorn oil is a valuable addition to health and beauty products.



Rowanberries

Rowanberries are found to have high levels of vitamin C. Ascorbic acid is a very important element in human health, as it can stimulate the production of white blood cells and act as an antioxidant as well. Furthermore, vitamin C is essential for a number of bodily processes, including the creation of collagen, which strengthens muscle tissue and helps to build/repair blood vessels.

Sorbic acid has been directly linked to reducing the effects of microbial and bacterial agents on the skin and in the body. Therefore, in cosmetic use, rowanberry extracts are often utilized.



Cloudberries

The cloudberry seed oil is an ingredient in products for dry or sensitive skin. Cloudberries have also been shown to be a member of the group of fruits and berries with high amounts of antioxidants.

Cloudberries are a rare nordic berry rich in Polyphenol extracts, Omegas 3 and 6, and Vitamin E and C. [2] Cloudberry has four times the Vitamin C of an orange. It builds collagen, fights off attacks on collagen, reduces wrinkles and hydrates. It is well suited for sensitive skin or even skin conditions like eczema Nordic super berry has twice as much vitamin C as oranges, and is loaded with vitamin E, omega-3 and omega-6.

Opportunity for Distributors



Why Viking Beauty Secrets?

Highest Standard

Greenlife Ecocert COSMOS Certification represents the highest international standard of organic verification of ingredients, manufacturing and packaging

All ingredients sourced from eco-friendliest region of the world: Northern Europe

Woman-owned company and woman-owned manufacturing partner

Sustainable Products, Sustainable Business Model

All bottles made of glass, not plastic, tubes made with post-consumer use materials Paper packaging is made from 100% recycled materials and are recyclable 5% of revenues donated to ocean clean-up

Industry Validation

Products recognized by Indie Beauty, ThinkDirty, Beauty awards and nominations.

Cruelty Free certified by Leaping Bunny

Scalability

All products manufactured by Madara, the largest skincare company in the Baltics. Viking Beauty Secret's ability to scale geographically and in product offerings is virtually unlimited

Large Market Opportunity

Significant manufacturing cost advantage allows Viking Beauty Secrets to offer Certified Organic products at a price point below other Certified Organic companies, with only a slight premium to non-certified products

Our Manufacturing Partner: Madara Cosmetics AS



- Largest skincare company in the Baltic Countries (publicly traded)
- Established in Latvia (EU member) in 2005 by female scientists. Staff of over 200
- \$22 million in 2022 revenue
- ECOCERT/COSMOS-Certified Organic since 2008
- Recognized industry leader in environmental sustainability, ESG
- Broad range of award-winning products offered (100+)

Contract manufacturing (private labeling) capabilities in place through wholly owned subsidiary, Cosmetics NORD

As a publicly traded company, Madara continues to expand its position as the largest skincare manufacturer in the Baltic region, assuring strength and reliability for Viking Beauty Secrets

Viking Beauty Secrets Press Coverage









Inspired by Nordic beauty traditions, Viking Beauty Secrets' oil-to-milk Exfoliating Face Scrub with volcanic lealandic sand and the "Viking super anticoxidans" rowan- and raspberries is a great option for the bather with dry or sensitive skin. Raspberry secol is anticoxidant, which inflammatory and holps even the skin tone, where rowan berry extract stimulates blood circulation, detoxifies and is high in anticoxidants. The blend of volcanic sand and oil turns into a gentle millip volcanic sand in solid providing you with a tender yet efficient peeling, leaving your skins soft and radiant.

From the concept of hygge (well-being achieved through "being cozy") and a celebration of hyperseasonal organic ingredients to a cultural and political dedication to sustainability (just ask Greta Thunberg), there are a lot of lessons to be learned from the nations of far northern Europe.

Now, they're helping to reinvent your skincare regimens, too. Born of the extreme climates and the unique ecosystems of countries like Sweden, Denmark, Finland, Norway and Iceland, a host of resilient natural ingredients is increasingly being used in products to help increase cell turnover, boost hydration, calm rosacca, revive collagen production and more. "These super antioxidant berries and other Nordic plants have been used for skincare and health benefits for centuries," says Eha Urbsalu, founder of Viking Beauty Secrets, who was inspired by the fresh and healthy skin of her 80-year-old mother. "And now we are bringing these secrets to America."



BEST NEW BEAUTY AUGUST

EXFOLIATING FACE SCRUB

Viking Beauty Secrets

Featuring a tube made of recycled plastic, this face scrub features skin nourishing raspberry seed oil. Other featured ingredients in the vegan and cruelty-free product, include volcanic sand which acts as an exfoliant, and rowanberries to reduce skin

→ SEE ON VIKING BEAUTY SECRETS

LAUREN REARICK

The Beauty Authority

SUPER STRESS RELIEVERS FOR 2021 | THE BIG RETINOL REPORT NORDIC BEAUTY BUZZ | GOING GRAY: THE QUARANTINE EFFECT THE FUTURE OF FAT TRANSFER | THE RETURN OF JENNA LYONS



Natural Wonders

Eha Urbsalu, founder of Viking Beauty Secrets, discovered her love of Nordic skin care as a kid. "Growing up in Northern Europe, we never thought about the words organic or clean—natural was just normal," she says. "We used local products made from native plants, like the super antioxidant berries that have been used for centuries for health and beauty benefits. They were simple products made from natural ingredients that really worked,"

The reason they "worked" can be largely attributed to the unique Arctic light cycle in the region, which means 19 to 24 hours of light per day in the summer and a meager zero to six hours of light per day in the winter (and extreme weather conditions). "Recause of this. Nordic plants have built self-defense strategies to survive and thrive, which has made them richer in antioxidants than plants of the same species growing further south," says Paavilainen. When utilized in skin care, these antioxidant superpowers make for potent protection against free radicals that cause multiple signs of skin aging



The Scrub

Viking Beauty Secrets Exfoliating Scrub Icelandic volcanic black sand is the superstar in this scrub, and works to draw out toxins and boost circulation as antioxidant-rich rowanberries fight free radicals. \$34, Wikingbeauty.com

10 Tools to Help You Sleep Better Tonight





Eha Urbsalu of Viking Beauty Secrets - Four Pure Ingredients

Our Brand Ambassadors



Viking Beauty Secrets has the support of many international models, athletes and public figures in both Europe and North America who are passionate about organic and natural skincare and who support us through Social Media.

Viking Beauty Secrets is the beauty sponsor for various international Beauty Pageants, including Miss Minnesota 2023, Miss World (Estonia, Finland), Miss Intercontinental (Estonia, Finland)



Merle
Estonian
International Swim Champion
Silver Medal - World Ice
Swimming Competition
Tri-Athlete



Katarina
American
Miss New York State
2020 Finalist
Miss Globe New York 2017



Karolin
Estonian
Miss World Estonia 2021
Miss Tourism World 2019
top 10
Miss Grand Estonia 2018



Jasmin
German
Miss International
Worldwide Winner 2022
Miss Globe World 2021
top 15



Josie
American
Actress
Model
Fashion Designer