



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.



Cloudberry

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

Sustainability Partner – Merle Liivand



- 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 Iulemmik 2021 -
Best Estonian Cosmetic Product



Night Cream
 30 ml/1 oz
Beauty Shortlist Awards 2021
Editor's Choice – Award Winner



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



Eye Cream
 15 ml/0.5 oz
Anne & Stii
Iulemmik 2022 -
Best Eco-Product









Foam Cleanser
 with
Calendula & Rosewater
 100 ml / 3.8 oz



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



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
 <p>Day Cream</p>	Quick absorbing Certified Organic Day Cream with sea buckthorn, 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	 <p>Eye Cream</p>	Certified Organic Eye Cream with cloudberry, 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
 <p>Night Cream</p>	Certified Organic restorative Night Cream with cloudberry, rowanberries and Hyaluronic acid that repairs skin and helps to neutralize daily environmental damage	30 ml	\$24.00	\$48.00	 <p>Glow Face Oil</p>	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
 <p>Facial Scrub</p>	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	 <p>Foam Cleanser</p>	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 sea-buckthorn 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 200 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.



Cloudberry

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

Cloudberry is 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

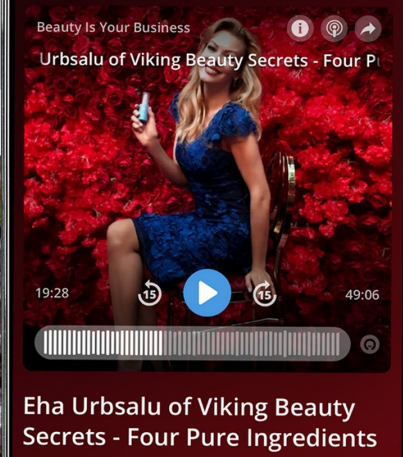


- Largest skincare company in the Baltic Countries (publicly traded)
- Established in Latvia (EU member) in 2005 by female scientists. Staff of over 200
- \$22 million in 2022 revenue
- ECOCERT/COSMOS-Certified Organic since 2008
- Recognized industry leader in environmental sustainability, ESG
- Broad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



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



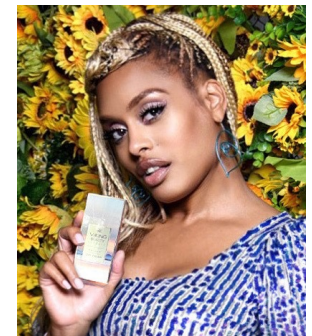
Karolin
Estonian

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