

**seior**  
clinique





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SUMMARY

- Founded in 2000
- Listed on Oslo Axess (now Euronext Expand) in 2008 (ticker: ABT) following Euronext's acquisition of Oslo Stock Exchange
- Focusing on cosmetic ingredients, in-licensing third-party technology, and development and commercialization of own brands
- ABT has developed into to a well positioned company with strong growth potential
- ABT's number of shareholders has increased from 500 in 2019 to more then 2800 in 2021
- ABT has become a liquid equity instrument - in January 2021 market cap vs. monthly turnover was 43% placing ABT into 76<sup>th</sup>. place out of 1500 listed companies on Euronext (Amsterdam, Brussels, Dublin, Lisbon, Paris and Oslo)
- ABT's listing on Euronext Expand facilitates the perception of the company as a reliable and trustworthy partner
- ABT's purchase of Moana Skincare improves margins and expands the company's reach from Europe, Middle East and Africa to global presence
- The acquisition of Moana Skincare allows for establishment of sister brands and private labels, optimizing ABT's commercial reach in the various markets and have resulted in the launch of B Natural as a sister brand for Moana Skincare
- ABT's strategic agreement with DCP Dermoscience of Canada from June 2020 secures global exclusivity and profitable margins with the launch of Seidr and Seidr clinique in 2021.




## Technology by nature

**Aqua Bio Technology (ABT) is a driving force in the skin care industry's green shift.**

ABT commercializes new active ingredients and finished products in the cosmetic sector. Our products are meeting an increasing demand from the industry. All our products are based on natural and sustainable substances, found in plants, algae and in the oceans. The ingredients used are sustainable alternatives to petroleum-based ingredients, which often have negative impacts on human health and the environment.

The company's focus is on non-chemical, sustainable products with high content of active ingredients delivering products that challenges mainstream and gives the consumer what the consumer wants.



With new science, we harvest the most potent natural ingredients, for sustainable and green skincare.

DR. ESPEN KVALE

- Global skin care is growing - natural skin care is surging
- The Global Cosmetic Skin Care market size is projected to reach \$ 13.46 billion by 2026, up from USD 12.84 billion in 2020, implying a CAGR of 4.5% from 2021-2026
- The Global Natural Skin Care Products Market size is expected to reach \$17.7 billion by 2026, up from USD 12.84 billion in 2020, implying CAGR of 8.8% from 2021-2026
- The top 10 nations who have the highest spending on skin care by revenue in USD per capita, are:
  - South Korea (134.8 USD), Japan (132.9 USD), Iceland (77.1 USD), Norway (69.2 USD), Hong Kong (65.8 USD), Luxembourg (65.2 USD), France (63.9 USD), Finland (58.4 USD), United Kingdom (58.2 USD), Denmark (58 USD ).
  - Europe composes 24% of global revenue share in the industry



	2020	2026
Natural skincare	12.84	17.17
Skincare	12.84	13.46



Source: capitalmind.com

## Expected growth is being supported by long-term trends

- Rising demand for chemical-free products because of greater awareness of harmful effects of chemical products
- As for organic food, people are increasingly looking at organic beauty products
- Stronger customers focus on value-for-money products that combine natural origin and high efficacy
- Rising disposable incomes in established markets (especially among millennials) as well as in emerging markets (the rising middle-class)
- Accelerating innovations are creating more compelling products
- Organic beauty is in the 'sweet-spot' – benefitting from strong long-term growth trends as well as high valuation multiples in the M&A market

## Sustainable skincare – a trend for the now

- “Natural”, “Organic” and “Eco-friendly” products are in focus growth among more conscious consumers and has driven evolution in the beauty and skincare marketplace
- The increased popularity of sustainable skin and beauty products has caused brands to adopt more natural ingredients, such as avocado, almond, coconut, honey and other natural goods
- The marketing words like “clean,” “green,” and “natural” should used in the context of the umbrella term sustainable; i.e., used on products that protect the planet’s resources
- Sustainable skincare aims for the women who would like to make a concerted effort to reduce their impact on the earth.
- Everything ABT does involves reuse and sustainability has always been in our DNA





seiðr



The practice of seiðr is believed to be a form of magic relating to both the telling and shaping of the future in Norse mythology.

Freyja the goddess of love and beauty was practicing seiðr.

# Norse Mythology



- - Epic and magical, where gods ruled the world and humans were subject to the force of nature.
- A well-established dramaturgy that has a global audience - today.

The Scandinavian countries were the last place in Europe to be Christianised. Their mythology might be as old as the Greek mythology, but since it took longer for people to give up their traditional beliefs, there are still more records of them than say Celtic or Slavic mythology. It is closer in time and therefore also closer to our contemporary culture than many other mythologies.

In our contemporary context our future is threatened by many growing risk factors. The Nordic mythology

mirror this in a world where even their gods are not eternal. The apocalyptic concept of Ragnarok is reflected in a the more pessimistic view most societies have on the future today.

Their sagas also featured strong female characters - something many male writers are still struggling with today. Their female gods were powerful characters, like the most important goddess Freya was not only the god of love and fertility, but also the god of war and death.

A woman in a white, flowing dress lies on her back in a field of tall, dark grass. The scene is captured from an overhead perspective, creating a sense of being in nature. The lighting is soft, highlighting the texture of the grass and the fabric of the dress.

# Nordic beauty redefined

●  
“ Nordic beauty is not a naive female character but a vigorous woman that find peace and pleasure in the powerful nature that surrounds her. Nordic beauty is natural, clean, and crisp.

Vigorous in the sense of; strong, robust, potent, powerful, energetic and passionate (Referring to Norse Mythology)

Natural in the sense of; Clean, raw and organic (Referring to the pristine nature of the northern countries and a clean crisp design tradition)



# Sustainability is in our DNA

● All consumption has a cost for the climate on our planet. The source of our products is pristine nature and our products are always reflecting a sustainable way of conducting our business.

We always pay attention to how our business and operation impact on the environment can be minimized while we harvest, produce, test, package, and distribute our products.

Pristine nature allows us to harvest the powerful ingredients that are the soul of our products.

Core values

# Progressive

We embrace change.

Only through tearing down old concepts and ideas can we truly create something new and powerful.

# Inclusive and diverse

Every woman is unique. That is why you will find the same diversity within our organization.

We value the voice of our professional staff and customers, and we draw on the differences in who we are and how we think.

Together we create better products for all women.



# Courage

We have the courage to be different, to go against the stream, and to stand up for what we believe in.

We speak up where others are silent, and we tell the truth - even when it hurts.

# Sustainable

To be sustainable is to be responsible.

We work closely with all our suppliers to reduce our environmental impact and to increase our competitive edge as a green company.

Our stories

Our stories

# ● The powerful ● feminine

Inspiring stories about brave, funny, smart, and resourceful women with a burning passion in their life. How do they stay on top of their game, and how do they protect their beauty?

Our stories

## ● Environment



Pristine nature is the powerful ingredient in all our skincare products, so it goes without saying that we are obsessive about the environment. We are constantly working to reduce our own environmental footprint, and we cheer for all the strong women who are actively fighting for the health of this planet.

Our stories

## ● Heritage



We are a progressive skincare brand with a strong Nordic heritage. Once we were Vikings, who farmed the land and lived in close harmony with nature and the Norse Gods. Today we are still farming the land, exploring the wild and pristine Nordic nature for unique and potent ingredients that will disrupt the skincare industry.

Our stories

# ● Innovation



We are constantly focusing on research and innovation, exploring the latest in science and technology. In our labs we develop new ingredients and run tests to document their effect.

Brand movie



Video password: Seidr2021

<https://vimeo.com/468851049>



**seidr**  
clinique





# A new world order

Fearless women are leading the charge for a brighter and more beautiful future. Forged from the same passionate desire for change, Seidr Clinique is a skincare brand with a strong Nordic heritage.

Our approach to skincare is strictly scientific while our transformative ingredients are sourced from the most pristine and unique Nordic nature. While many brands in the market use chemical ingredients that harm your skin over time, our products are pure, natural and extremely effective.

The positive results of ingredients from nature are as old as time, but do you know exactly how much of those ingredients are used in skincare products claiming to be natural?

The industry normally adds minimal active ingredients regardless of whether they are natural or chemical. Seidr Clinique's collection contains up to ten times more active ingredients than industry standard, entirely natural.

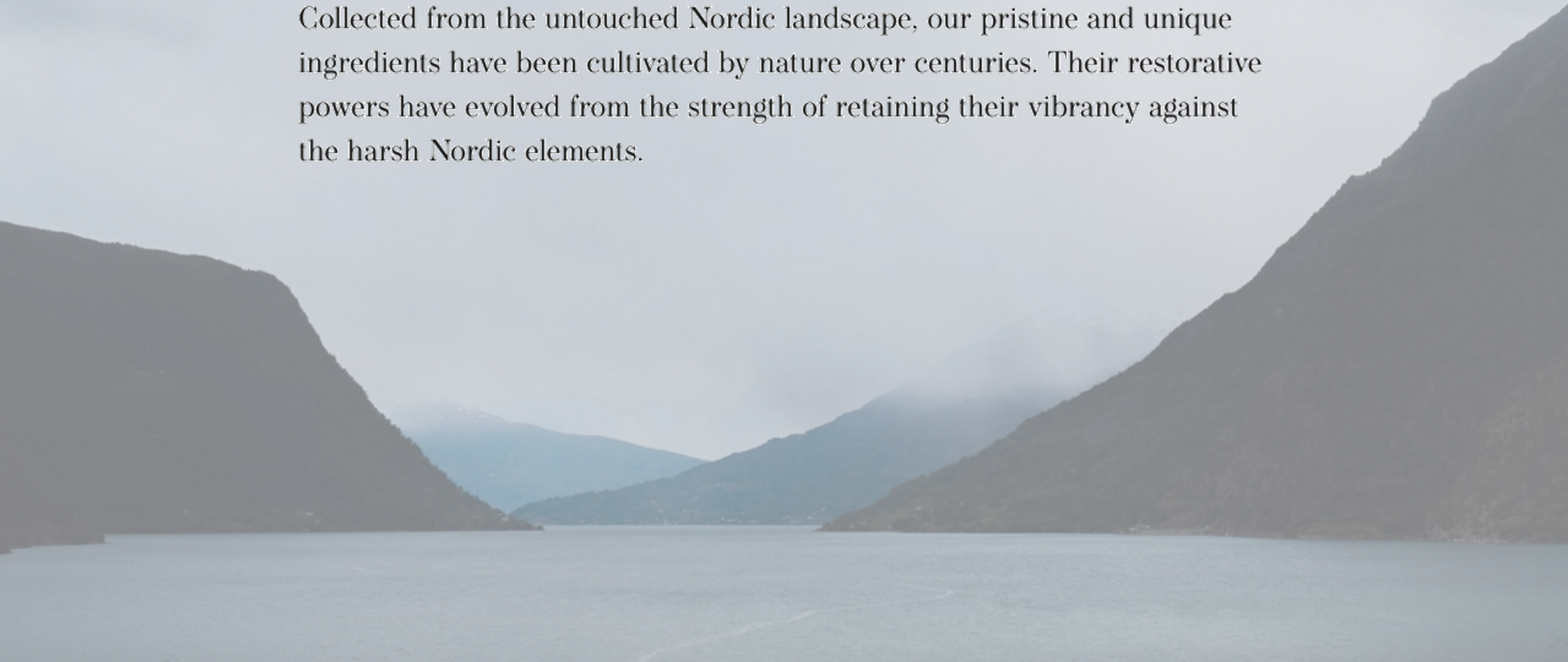
Every woman is unique. That is why our essential collection is designed for all skin types, bringing the glowing vitality of Nordic nature to your skin, making you a force of nature.

A large, bold, teal-colored number '10' is centered on the page. The '1' is a simple vertical bar with a small horizontal base, and the '0' is a thick, rounded ring.

Times more active  
ingredients

# True Nordic Nature

Collected from the untouched Nordic landscape, our pristine and unique ingredients have been cultivated by nature over centuries. Their restorative powers have evolved from the strength of retaining their vibrancy against the harsh Nordic elements.





# To be responsible

When we were Vikings, we lived in perfect harmony with nature and held a deep respect for the delicate balance of the eco-system that allowed us to survive and prosper.

Today, we still feel the power of our heritage as we explore the wild and pristine nature to harvest unique and powerful ingredients for your skin. It is from this legacy on which we were founded, underpinning our unwavering quest to be the driving force in the skin care industries green shift.

We firmly reject the brutal industrial harvesting methods that tear up the earth in favour of a gentler collection process – we only take what we need and only what can grow back, allowing the environment to flourish.

All our ingredients are sourced from natural and sustainable substances – found in plants and algae in the worlds most untouched landscapes and oceans – which are green alternatives to petroleum based ingredients, which often have negative impacts on human health, skin and the environment.

All our packaging has been chosen with the environment up front and center and we work closely with all our suppliers to reduce our environmental impact.

Mother nature has given us so much and we are determined to redress the balance of her generosity by constantly working to reduce our environmental footprint with more effective production processes, and continuing to remove conservatives from our collection.

# seiðr

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## clinique

Seiðr clinique, the focus of this presentation, is one of two product lines in the Seiðr family of cosmetic products. Seiðr clinique focuses on natural, clean and pure ingredients with ingredients from the Northern hemisphere. It is differentiated from Seiðr by focusing more on well-being and fit well into salons/clinics/spas, however, it is also possible to be positioned in retail stores. Experience the unique active ingredients including our own peptide mix that reduces the appearance of wrinkles as well as our unique formulations containing glycolic acid, salicylic acid and retinol.

Seiðr skincare is the sister brand of Seiðr clinique. Seiðr focuses on natural, clean, pure and mainly Nordic ingredients of the highest quality to ensure unique and efficacious products. Seiðr is differentiated from Seiðr clinique by focusing more on retail stores such as perfumeries, pharmacies, and professional retail stores. Experience the unique selection of actives in Seiðr skincare including our own peptide mixes that promotes several anti-aging benefits.

All products in the Seiðr family has been designed and manufactured packed with active ingredients and contain about 10x active ingredients compared to traditional cosmetics.

# A selection of our botanicals

A selection of our natural actives can be found on the next slides.

Our actives focuses on giving you a plethora of effects important for anti-aging including strong anti-oxidants, soothing and calming, contributing to the improvement of microcirculation and taking advantage of the unique benefits of betaglucans, all resulting in an improvement of the appearance of fine lines, wrinkles, elasticity, skin tone, skin texture, discoloration, and pore size.

Find more information about our natural actives at:

<https://seidr-clinique.com/ingredients/>



**Crithmum Maritimum**  
**Sea Fennel Stem Cells**

Has shown to provide skin lightening and soothing effects and improves skin rejuvenation.





## Salicylic Acid

Provides a positive effect on pores, improving the appearance of pores. Its oil-soluble properties make it a great ingredient for problem skin.



**Rosa Canina**  
**Rosehip Seed Oil**

Beneficial effects on skin elasticity and retaining moisture with a high vitamin content.  
Obtained from the seeds of Hip Rose.



**Cymbopogon martini**  
**Palmarosa**

With Anti-wrinkle benefits, this ingredient has a role in skin rejuvenation. It provides beneficial effects to problem skin and provides moisture to the skin.



**Lupinus**  
**Lupine Protein Extract**

Has a positive effect on skin texture, radiance and luminosity. Has shown to improve microcirculation and to improve the oxygenation of the skin.



**Camellia**  
**Camellia Seed Oil**

Has powerful antioxidant properties and provides a high moisturization effect. Comes from the seeds of *Camellia oleifera*.



## Betaglucan

Provides support to the skin's own antioxidant and rejuvenation system, its positive effects on skin barrier function has shown to be important in retaining moisture and its modulating properties provides a soothing effect on the skin.



# Seidr Clinique Soothing Cleanser & Makeup Remover

**All skin types**

## **Product description**

A light fluid emulsion specially formulated for cleansing a delicate, dry and devitalized skin. A delightful scent.

## **Skin condition/treatment**

Dry Skin



**Aloe Vera**



**Horse Chestnut Extract**



**Rosewood**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Caprylic/Capric Triglyceride, Propanediol, Glycerin, Cetyl Alcohol, Allantoin, Panthenol, Horse Chestnut (Aesculus Hippocastanum) Extract, Manganese Gluconate, Aniba Rosaeodora (Rosewood) Wood Oil, Pelargonium Graveolens (Geranium) Oil, Polyglyceryl-6 Caprylate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprylate, Polyglyceryl-6 Ricinoleate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



Seidr Clinique

# Cleansing Milk with Glycolic Acid

All skin types

130 ml

## Product description

Ultra gentle, deep cleansing, soap-free emulsion, enriched with glycolic acid and shea butter. For all skin types, even the most sensitive. Ideal for a softer, newer, healthier skin.

## Skin condition/treatment

Fine Lines and Wrinkles



Shea Butter



Witch Hazel Water



Glycolic Acid

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Sodium C14-16 Olefin Sulfonate, Glyceryl Stearate SE, Glycerin, Hamamelis Virginia (Witch Hazel) Water, Butyrospermum Parkii (Shea Butter), Glycolic Acid, Allantoin, Panthenol, Lavandula Angustifolia (Lavender) Oil, Camellia Oleifera (Camellia) Seed Oil, Tocopheryl Acetate, Hydroxyethylcellulose, Cetyl Alcohol, Xanthan Gum, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Caprylate, Polyglyceryl-6 Ricinoleate, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid, Sodium Hydroxide



# Seidr Clinique Gel Cleanser

**Normal to Oily Skin**

**130 ml**

## **Product description**

Extra gentle cleansing gel. Providing a deep cleansing to renew and revitalize skin, cleanses excess oil, and clear congested pores

## **Skin condition/treatment**

Oily Skin



**Sea Water**



**Lemongrass Essential  
Oils**



**Lavender Oils**

Aqua, Sodium C14-16 Olefin Sulfonate, Aloe Barbadensis (Aloe Vera) Leaf Juice, Cetyl Betaine, Disodium Cocoamphodiacetate, Glycerin, Sea Water, Zinc PCA, Allantoin, Panthenol, Ginseng (Panax Ginseng) Extract, Cymbopogon Flexuosus (Lemongrass) Oil, Lavandula Angustifolia (Lavender) Oil, Sodium Chloride, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid



# Seidr Clinique Hydrating Gel Toner

**Normal to Dry skin**  
**100 ml**

## **Product description**

Hydrating Gel Toner is a mild and light moisturising toner with PHA that restores the pH balance in the skin. The composition has a soothing and refreshing effect and will help you get more benefits from following products. Especially suitable for dry and sensitive skin.

## **Skin condition/treatment**

Dry Skin



**Chlorophyllin-copper  
Complex**



**Olive Leaf Extract**



**Sea Water**

Aqua, Propanediol, Aloe Barbadensis (Aloe Vera) Leaf Juice, Glycerin, Olive (Olea Europaea) Leaf Extract, Allantoin, Panthenol, Manganese Gluconate, Sea Water, Chlorophyllin-Copper Complex, Aniba Rosaeodora (Rosewood) Wood Oil, Pelargonium Graveolens (Geranium) Oil, Acrylates/C10-C30 Alkyl Acrylate Cross Polymer, Polyglyceryl-6 Caprylate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Ricinoleate, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

# Seidr Clinique Moisturizing Mask with Retinol

All skin types

50 ml

## Product description

A face cream mask for an immediate radiance and smoothing effect in just 10 minutes. Use as often as needed. And dont forget your hands.

## Skin condition/treatment

Fine Lines and Wrinkles



Shea Butter



Rosehip Seed Oil



Camellia Seed Oil

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Cetyl Alcohol, Glyceryl Stearate SE, Caprylic/Capric Triglyceride, Propanediol, Stearic Acid, Butyrospermum Parkii (Shea) Butter, Glycerin, 3-O-Ethyl Ascorbic Acid, Retinyl Palmitate, Allantoin, Panthenol, Camellia Oleifera (Camellia) Seed Oil, Rosa Canina (Rosehip) Seed Oil, Aniba Rosaeodora (Rosewood) Wood Oil, Lavandula Angustifolia (Lavender) Oil, Myristyl Myristate, Tocopheryl Acetate, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

Seidr Clinique

# Exfoliating Mask with Glycolic & Salicylic Acid

All skin types

50 ml

## Product description

Exfoliating Facial Mask is a cream mask for all skin types, gently exfoliates dead skin with Glycolic Acid and Salicylic Acid.

## Skin condition/treatment

Fine Lines and Wrinkles



Shea Butter



Lavender Oils



Kaolin

Aqua, Caprylic/Capric Triglyceride, Cetyl Alcohol, Glycerin, Glycolic Acid, Stearic Acid, Kaolin, Polyglyceryl-6 Stearate, Polyglyceryl-6 Behenate, Salicylic Acid, Sodium Hydroxide, Bisabolol, Allantoin, Butyrospermum Parkii (Shea Butter), Lavandula Angustifolia (Lavender) Oil, Hydroxyethylcellulose, Phenoxyethanol, Tetrasodium Iminodisuccinate

Seidr Clinique

# Purifying Clay Mask with Glycolic Acid

Normal to Oily Skin

50 ml



## Product description

The 20 minute reboot for skin that tends to be oily, this purifying clay face mask contains glycolic acid to help mattify, minimise shine and reduce the appearance of pores. Help absorb impurities, smooth the skin and promote a healthy-looking glow.

## Skin condition/treatment

Fine Lines and Wrinkles



Glycolic Acid



Kaolin



Palmarosa

Aqua, Kaolin, Glycerin, Caprylic/Capric Triglyceride, Glycolic Acid, Cetyl Alcohol, Stearic Acid, Bentonite, Sodium Hydroxide, Polyglyceryl-6 Stearate, Polyglyceryl-6 Behenate, Butyrospermum Parkii (Shea Butter), Chlorophyllin-Copper Complex, Aesculus Hippocastanum (Horse Chestnut) Extract, Ginseng (Panax Ginseng) Extract, Olive (Olea Europaea) Leaf Extract, Cymbopogon martini (Palmarosa) Essential Oil, Lavandula Angustifolia (Lavender) Oil, Mentha Piperita (Peppermint) Leaf Oil, Xanthan Gum, Hydroxyethylcellulose, Phenoxyethanol

# Seidr Clinique Anti-Age Lift Serum

All skin types

30 ml



## Product description

The high-tech formula, which contains a combination of alaria esculenta, peptide relax complex and lupine protein extract, adjusts to suit the needs of whoever's using it and targets your skin's specific issues, whether it's fine lines and wrinkles, dryness, sagging, hyperpigmentation, or dullness.

## Skin condition/treatment

Fine Lines and Wrinkles



Alaria esculenta extract



Lupine Protein Extract



Olive Leaf Extract

Aqua, Aloe Barbadosis (Aloe Vera) Leaf Juice, Propanediol, Glycerin, Hydrolyzed Lupine Protein Octenylsuccinate, Alaria Esculenta Extract, Allantoin, Panthenol, Manganese Gluconate, Sodium Hyaluronate, Palmitoyl Dipeptide-5 Diaminobutyroyl Hydroxythreonine, Palmitoyl Tripeptide-5, Tetradecyl Aminobutyroylvalylaminobutyric Urea Trifluoroacetate, Ginseng (Panax Ginseng) Extract, Horse Chestnut (Aesculus Hippocastanum) Extract, Olive (Olea Europaea) Leaf Extract, Caprylic/Capric Triglyceride, Polyglyceryl-6 Caprylate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Ricinoleate, Carbomer, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

# Seidr Clinique Moisture Mattifying Serum

**Normal to Oily Skin**  
**30 ml**



## **Product description**

An exclusive formula that combines active plant ingredients having soothing, anti-inflammatory and purifying properties. The action of its combined ingredients make this serum an extremely effective bio-regulator of oily secretions. Specially recommended to be used in combination with the Hydramat cream.

## **Skin condition/treatment**

Oily Skin



**Bisabolol**



**Lavender Oils**



**Lemongrass Essential  
Oils**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Propanediol, Glycerin, Retinyl Palmitate, Bisabolol, Manganese Gluconate, Allantoin, Panthenol, Ginseng (Panax Ginseng) Extract, Lavandula Angustifolia (Lavender) Oil, Cymbopogon Flexuosus (Lemongrass) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Tocopheryl Acetate, Carbomer, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Caprylate, Polyglyceryl-6 Ricinoleate, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



# Seidr Clinique

## Protective Day Cream

### SPF 30

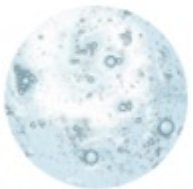
**All skin types**  
**50 ml**

#### **Product description**

This light, nourishing day cream, ensures the skin's continuous moisture and optimal sun protection. Enriched with protective anti UVA-UVB complex.

#### **Skin condition/treatment**

Fine Lines and Wrinkles



**Hyaluronic Acid**



**Camellia Seed Oil**



**Rosehip Seed Oil**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Caprylic/Capric Triglyceride, Glyceryl Stearate SE, Propanediol, Octocrylene, Butyl Methoxydibenzoylmethane, Ethylhexyl Methoxycinnamate, Glycerin, Stearic Acid, Cetyl Alcohol, Myristyl Myristate, Allantoin, Panthenol, Sodium Hyaluronate, Tocopheryl Acetate, Butyrospermum Parkii (Shea Butter) Camellia oleifera (Camellia) Seed Oil, Rosa Canina (Rosehip) Seed Oil, Lavandula Angustifolia (Lavender) Oil, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid





# Seidr Clinique Energizing Day & Night Cream

**All skin types**

**50 ml**

## **Product description**

Hydrates and nourishes your skin day and night. Prevents premature ageing of skin. A light cream, power-packed with Alaria esculenta, our own Peptide Relax Complex, and Hyaluronic acid that hydrate and provide essential nutrients to make your skin soft and smooth.

## **Skin condition/treatment**

Fine Lines and Wrinkles



**Alaria esculenta extract**



**Hyaluronic Acid**



**Rosehip Seed Oil**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Glyceryl Stearate SE, Propanediol, Glycerin, Coco-Caprylate/Caprate, Butyrospermum Parkii (Shea Butter), Cetyl Alcohol, Myristyl Myristate, Stearic Acid, Caprylic/Capric Triglyceride, Acetyl Hexapeptide-8, Pentapeptide-18, Sodium Hyaluronate, Alaria Esculenta Extract, Camellia Olifeira (Camellila) Seed Oil, Rosa Canina (Rosehip) Seed Oil, Allantoin, Panthenol, Tocopheryl Acetate, Aniba Rosaeodora (Rosewood) Wood Oil, Lavandula Angustifolia (Lavender) Oil, Pelargonium Graveolens (Geranium) Oil, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



# Seidr Clinique Hydramat Cream

**Normal to Oily Skin**

**50 ml**

## **Product description**

A cream that reduces the appearance of blemishes and boosts your skin's hydration and energy. Your skin is instantly hydrated and silky smooth, perfectly mattified. Radiant with a fine smooth texture.

## **Skin condition/treatment**

Oily Skin



**Sea Water**



**Zinc PCA**



**Lavender Oils**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Glyceryl Stearate SE, Stearic Acid, Cetyl Alcohol, Propanediol, Glycerin, Biosaccharide Gum-4, Zinc PCA, Sea Water, Allantoin, Panthenol, Sodium Carboxymethyl Beta-Glucan, Tocopheryl Acetate, Sodium Hyaluronate, Lecithin, Caprylic/Capric Triglyceride, Lavandula Angustifolia (Lavender) Oil, Pullulan, Sclerotium Gum, Xanthan Gum, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

Seidr Clinique

# Triple Action Eye Cream

All skin types

15 ml



## Product description

Bio-cosmetic treatment designed to prevent or to progressively and permanently diminish lines and wrinkles, puffiness and dark circles. This non-irritant formula may be used on sensitive eyes. To be used as a preventive and curative treatment.

## Skin condition/treatment

Fine Lines and Wrinkles



Alaria esculenta extract



Caffeine



Horse Chestnut Extract

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Glyceryl Stearate SE, Propanediol, Stearic Acid, Coco-Caprylate/Caprate, Biosaccharide Gum-4, Butyrospermum Parkii (Shea Butter), Caffeine, Cetyl Alcohol, Alaria Esculenta Extract, Acetyl Tetrapeptide-5, Acetyl Hexapeptide-8, Pentapeptide-18, Hydrolyzed Sodium Hyaluronate, Sodium Hyaluronate, Panthenol, Tocopheryl Acetate, Aesculus Hippocastanum (Horse Chestnut) Extract, Camellia Oleifera (Camellia) Seed Oil, Rosa Canina (Rosehip) Seed Oil, Glycerin, Caprylic/Capric Triglyceride, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

# Seidr Clinique

## Bust & Neck Lift Gel

All skin types

50 ml



### Product description

Preventive and corrective treatment for the breasts with an anti-aging factor. Designed to strengthen the outer layers of the skin and restore a firm and youthful look, compensate for natural relaxation of supporting tissues, promote restructuring of elastic fibers, and increase strength and tautness of surface tissues.

### Skin condition/treatment

Fine Lines and Wrinkles



**Anemarrhena  
asphodeloides root  
extract**



**Rosewood**



**Aloe Vera**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Acetyl Hexapeptide-38, Glycerin, Anemarrhena Asphodeloides Root Extract, Ornithine, Aniba Rosaeodora (Rosewood) Wood Oil, Tocopheryl Acetate, Polyglyceryl-6 Caprylate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Ricinoleate, Glycolipids, Phospholipids, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Hydrogenated Polyisobutene, Tetrasodium Iminodisuccinate, Phenoxyethanol, Sodium Hydroxide



# Seidr Clinique Hydra Soothing Gel

All skin types

200 ml

## Product description

An oil-free liquid gel created to better protect, calm, soothe and enhance your skin, and prevent dehydration. It provides optimum moisturizing and complete protection against wind, changes in the weather, and pollution. Helps reduce the formation of free radicals. Penetrates instantly, leaving the skin perfectly smooth and soft. Wonderful after a day in the sun.

## Skin condition/treatment

Dry Skin



Horse Chestnut Extract



Geranium Oil



Peppermint Essential  
Oils

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Propanediol, Glycerin, Aesculus Hippocastanum (Horse Chestnut) Extract, Allantoin, Panthenol, Tocopheryl Acetate, Mentha Piperita (Peppermint) Leaf Oil, Pelargonium Graveolens (Geranium) Oil, Polyglyceryl-6 Caprylate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Ricinoleate, Carbomer, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



# Seidr Clinique Anti-Cellulite & Sculpturing Massage Cream

**All skin types**  
**200 ml**

## **Product description**

Designed for specific care including treatment of varicose veins, stretch marks, unsightly legs, excessive perspiration of the feet, cellulite, body sculpturing and slenderizing massage. Formulated to smooth skin tissues, it acts on micro-circulation to oxygenate and help eliminate impurities and toxins, loosen muscles and restore skin tone.

## **Skin condition/treatment**

Dry Skin



**Caffeine**



**Shea Butter**



**Draining essential oil  
complex**

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Caprylic/Capric Triglyceride, Coco-Caprylate/Caprate, Glyceryl Stearate SE, Propanediol, Stearic Acid, Cetyl Alcohol, Pentylene Glycol, Butyrospermum Parkii (Shea Butter), Caffeine, Myristyl Myristate, Allantoin, Panthenol, Tocopheryl Acetate, Horse Chestnut (Aesculus Hippocastanum) Extract, Camellia Oleifera (Camellia) Seed Oil, Cupressus Sempervirens (Cypress) Oil, Lavandula Angustifolia (Lavender) Oil, Pelargonium Graveolens (Geranium) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Aniba Rosaeodora (Rosewood) Wood Oil, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



# Seidr Clinique

## Drain & Detox

All skin types

100 ml

### Product description

Effective body-contouring, moisturizing and detoxifying with a body care product full of essential oils. Full of natural goodness that cares for skin. Energising body oil — with 100% pure plant extracts — helps eliminate toxins to streamline skin and prevent sponginess. Skin is firm and energized. Aromatic essences deliver an overall feeling of relaxation and wellbeing. An exhilarating treat for tired legs and feet! Body is purified, contoured and smooth. Particularly effective when used for massage.

### Skin condition/treatment

Dry Skin



Camellia Seed Oil



Rosehip Seed Oil



Cypress

Caprylic/Capric Triglyceride, Cupressus Sempervirens (Cypress) Oil, Pelargonium Graveolens (Geranium) Oil, Rosa Canina (Rosehip) Seed Oil, Camellia Oleifera (Camellia) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Tocopheryl Acetate, Cymbopogon Flexuosus (Lemongrass) Oil, Lavandula Angustifolia (Lavender) Oil, Mentha Piperita (Peppermint) Leaf Oil.



# Seidr Clinique

## Firming & Elasticity

All skin types  
100 ml

### Product description

A unique treatment and massage oil for entire body, formulated with the finest plant oils to soothe, moisturize, tone, nourish and revitalize. This product is enriched with essential oils that possess anti-aging, toning, slenderizing, firming and decongestant properties.

Perfect as an anti-cellulite treatment.

### Skin condition/treatment

Dry Skin



Camellia Seed Oil



Rosewood



Rosehip Seed Oil

Caprylic/Capric Triglyceride, Squalane, Camellia Oleifera (Camellia) Seed Oil, Rosa Canina (Rosehip) Seed Oil, Aniba Rosaedora (Rosewood) Wood Oil, Pelargonium Graveolens (Geranium) Oil, Vitis Vinifera (Grape) Seed Oil, Tocopheryl Acetate





<http://www.seidr-clinique.com/>

# SUMMARY

- Sustainable and all natural cosmetic products
- From 10x amount of natural active ingredients compared to competition
- 18 products at launch, more products in the pipeline
- Hitting all the consumer trends
- A plethora of ingredients focusing on the fight against free radicals, nourishing the skin as well as keeping the skin young and healthy
- The Seiðr clinique product line gives your skin what it needs while keeping a low impact on the environment

seiðr  
clinique



# Heritage

A microscopic view of several clusters of blue, crystalline structures, possibly biological or mineral in nature, set against a dark background. The crystals are irregular and faceted, with some showing distinct geometric shapes. The lighting highlights the texture and color of the crystals, creating a sense of depth and detail.

abt

AQUA BIO TECHNOLOGY ASA