

Meet Berit Jacobsson

The Danish brand, Nilens Jord, has been predecessor when it comes to skin-friendly make-up for a long time. Now they are also the first in the world to have developed a lipstick that can be allergycertified.

We had a chat with Berit Jacobsson, co-founder of Nilens Jord, about make-up and allergy.

What does make-up mean to you?

It means a lot. Make-up means options; I can for example downplay or emphasize certain areas in my face in ways so I feel it is enchanting my appearance. Make-up is also the perfect way to reflect a mood or to compliment one's style.

Nilens Jord is an experienced lady with 35 years in the biz. When did you remove perfume from your products?

Lars and I were young in the 80'ies - a time when everything had to have a scent – clothes, shampoo, detergents, make-up and so on. In a day you could easily have hair with a synthetic apple scent, your lipgloss smelled like raspberries, your clothes were washed in peach... and besides all these sensory input we would use hairspray - also scented of course - and last but not least personal perfume.



I have luckily never suffered from allergy, but all those fragrances would confuse and disturb me. As a result Lars and I started discussing why everything we came in contact with had to have a scent and a smell. From then on we started to work with a mantra that it had to be possible to avoid perfume in our make-up. But to remove or avoid using perfume in make-up, were not as easy as we thought. Usually a small amount of perfume is added in make-up to conceal the smell of some raw materials in the finished product. Without perfume it often had a strange smell. Perfume can also work as a part of a preservative system in the product. In general we do not mind perfume. It just needs to function as perfume and as something we actively choose. Perfume does not add quality to a make-up product as to how the product performs and that is why we chose to remove it from our products in the 90'ies.



What would you wish young women knew about make-up?

I wish women did not only care about the performance of their make-up products, but also would ask about the ingredients. The occurrence of contact dermatitis has never been higher and perfume allergy is particularly accelerating.

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In the recent years we have observed a beauty trend, where more manufacturers started developing green products, which contains natural perfume or essential oils as they are often called as an alternative to synthetic perfume. Unfortunately many mistakenly believe natural perfume is not as allergenic as the synthetic ones. Sadly it is the other way around and the rising curve of new cases of perfume allergy speaks for itself.

In your whole life, how many times have you forgotten to remove your make-up before bed?

It is very few times I have forgotten to remove it – but I have regretted it every single time. For me an important ritual is to do a good and mild cleanse of my skin every night regardless if I have been wearing make-up or not. And I always finish with a moisturising face cream.

What is your funniest memory of the first year with Nilens Jord?

The first year we were in the middle of our 20'ies and only the two of us in the firm. Even back then we tested our products thoroughly before, we would send them into retail. Since we were not that many back then, I occasionally had to test a product on Lars. Luckily he is an accommodating man, so he has endured some funny moments. Regrettably we never took any photos...