

Wake up when it comes to Make-up



Here is Ida. She is 12 years old. She has just started using make-up – a little bit of mascara every day, a hint of eye shadow and lipstick when her mom lets her. Ida will most likely use make-up 360 days a year from now on. This means that for the next 68 years she will apply make-up to her skin 24.480 times.

This is why we are so extremely proud and happy to have certified three different and wonderful make-up brands adding more than 100 certified make-up products to the market. This way you and your daughter can live a skin-friendly life with make-up and prevent allergy.



NILENS JORD

Founded in 1982, Nilens Jord is not new to the make-up game. In the 90's Nilens Jord was the first brand in Denmark to remove perfume and later essential oils from all the products. Since then they've continued to hold their ground and develop skin-friendly beauty products.

Nilens Jord have more than 65 certified products, which are sold in Spain & Scandinavia.

MIILD

Miild is a make-up brand that expresses pioneering innovation. Miild is founded, created and managed by two enthusiastic women out of the desire to unite creativity, sustainability and consumer confidence within the universe of beauty.

All 17 certified products are sold in Denmark, the UK, Germany, Poland & the US.



SANDSTONE SCANDINAVIA

The Sandstone series is carefully developed with three key values health, quality & design. Besides the opportunity to have beautiful and healthy skin, Sandstone also offer high quality makeup at a fair price.

The 43 certified products are sold in Denmark and the Netherlands