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grums  
aarhus · denmark



# About

grums is a Danish skin care brand. We create high quality, sustainable skin care products with sustainably sourced ingredients, including the upcycled organic coffee grounds we collect from local cafés, festivals and coffee shops in Aarhus.

We believe that skin care can be created from a sustainable mindset, without compromising on quality, look, feel or effect. Since the beginning we have been pushing ourselves and our partners demanding exactly that, in every bit of our value chain. From collecting coffee grounds to selectively choosing high quality ingredients and sustainable packaging.

Our philosophy is quite simple: High levels of quality, sustainability and transparency. Skin care can and should be about making you look better - and nothing looks as good as feeling good.

We do not promise you the skin of a 16-year-old (well, maybe if you're 17'ish), but we do commit ourselves to being transparent, honest, and uncompromising.





**FOR THE  
PLANET®**

— MEMBER —

# 1% better

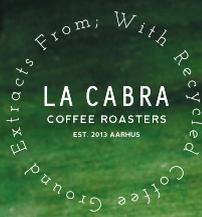
As member of the “1% for the Planet” organization, we donate 1% of our total sales to environmental nonprofits to create a healthier planet. It’s a commitment to build support for essential work in six core issue areas: climate, food, land, pollution, water and wildlife.

More than \$200 million has been given to environmental nonprofits since the foundation of the organization in 2002.



# raw espresso

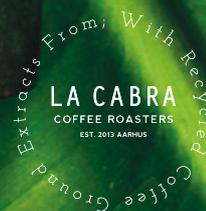
face scrub



Made in Denmark

<p>Product features</p>	
<p>Great for: regular/dry skin</p>	
<p>80 ml / 2,7 oz</p>	
<p>Key ingredients: Shea Oil, Glycerin, Upcycled Coffee Grounds, Castor Seed Oil, Beeswax, Cocoa Seed Butter, Macadamia Nut Oil, Berry Wax, Squalane &amp; Vitamin E</p>	
<p>The raw espresso face scrub is a 2in1 face scrub and face mask, with recycled organic espresso coffee grounds. It is a mild face exfoliator with pure ingredients and 100% free of allergens, parabens, perfumes and colorants. It will leave your skin clean, soft and hydrated. For extra hydration and nourishment, you can leave it on for 15-20 minutes as a face mask.</p>	

# raw coffee body scrub



Made in  
Denmark

<p>Product features</p>	
<p>Great for: regular/dry skin</p>	
<p>200 ml / 6,7 oz</p>	
<p>Key ingredients: Sunflower Seed Oil, Upcycled Coffee Grounds, Glycerin &amp; Sweet Almond Oil</p>	
<p>grums raw coffee body scrub is made with a blend of recycled organic drip brewed coffee grounds and pure, natural ingredients. It gives you a deep but mild skin exfoliation treatment, leaving your skin clean, soft and hydrated. 100% free of allergens, parabens, perfumes and colorants, and vegan friendly.</p>	

# raw coffee

hand scrub + wash

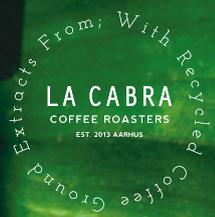


grum's

raw coffee  
hand scrub + wash



With recycled organic coffee grounds  
collected by cargo bike in Aarhus, Denmark.



Made in  
Denmark

Product features	
Great for: regular/dry skin	
120 ml / 4 oz	
<p>Key ingredients:</p> <p>Upcycled Organic Coffee Grounds &amp; Glycerin</p>	
<p>The raw coffee hand scrub is a 2in1 hand scrub and hand wash, with a blend of recycled organic drip brewed coffee grounds and pure, natural ingredients. 100% free of allergens, parabens, perfumes and colorants, and vegan friendly. Exfoliate your hands 1-2 times a week as a supplement to your regular hand soap, or as a complete replacement.</p>	

# hydra calm

face serum



Made in  
Denmark

Product features	
Great for: thirsty/sensitive skin	
30 ml / 1 oz	
<p><b>Key ingredients:</b> Coffee Ground Extract, Hyaluronic Acid, Glycerin &amp; Plant Sugars</p>	
<p>The hydra calm face serum supports healthy skin with soothing and protective antioxidant properties from upcycled coffee ground extract, while the skin-identical humectants, hyaluronic acid and glycerin, provide a strong water-binding and -holding effect that elevates skin hydration, elasticity and plumpness. A plant-based hydrating trio furthermore helps to reduce moisture loss, strengthens the skin barrier and supports the skin's natural hyaluronic acid production. The serum can be applied morning and evening on clean damp skin, before moisturizers/oils, for effective hydration.</p>	

# hydra calm

face cream



Made in  
Denmark

Product features	
Great for: sensitive/dry skin	
50 ml / 1.7 oz	
<p><b>Key ingredients:</b>  Hyaluronic Acid, Coffee Ground Extract, Glycerin, Coconut Oil &amp; Shea Oil.</p>	
<p>A rapidly absorbed, hydrating and calming face cream for regular, sensitive or thirsty skin, containing extracts from upcycled coffee grounds providing calming and protecting antioxidant properties. Blended with water-binding glycerin and hyaluronic acid, as well as soothing extracts of seaweed, rich in both minerals and amino acids. Shea oil, coconut oil and skin-identical squalane softens the skin surface while also minimizing any moisture-loss, thus keeping the skin hydrated, smooth and calm for a longer period of time.</p>	

# bamboo toothbrush

white



**FORESTS  
FOR ALL  
FOREVER**



**FOR THE  
PLANET**  
— MEMBER —

<p>Product features</p>	
<p>Color: White</p>	
<p>100% biodegradable handle + packaging</p>	
<p>Materials</p> <p>Bamboo handle Soft BPA-free bristles</p>	
<p>Eco-friendly bamboo toothbrush with a biodegradable, round bamboo handle and soft, BPA-free bristles. Bamboo is a type of grass that grows really fast compared to a tree, which makes it an environment-friendly alternative to both wooden, and especially, plastic materials. Replacing your toothbrush regularly is important to maintain good oral health, and by using eco-friendly materials, the environmental impact can be kept at a minimum. Wrapped in a biodegradable packaging with a 'Scrub Smile Repeat'-print on the box.</p>	

# bamboo toothbrush

olive



**FORESTS  
FOR ALL  
FOREVER™**



**FOR THE  
PLANET™**  
— MEMBER —

<p>Product features</p>	
<p>Color: Olive</p>	
<p>100% biodegradable handle + packaging</p>	
<p>Materials</p> <p>Bamboo handle Soft BPA-free bristles</p>	
<p>Eco-friendly bamboo toothbrush with a biodegradable, round bamboo handle and soft, BPA-free bristles. Bamboo is a type of grass that grows really fast compared to a tree, which makes it an environment-friendly alternative to both wooden, and especially, plastic materials. Replacing your toothbrush regularly is important to maintain good oral health, and by using eco-friendly materials, the environmental impact can be kept at a minimum. Wrapped in a biodegradable packaging with a 'Scrub Smile Repeat'-print on the box.</p>	

bamboo  
toothbrush case



Product features	
Material: 100% bamboo	
2 x air holes	
Bamboo toothbrush case with air holes in each end and logo print. Perfect for travelling and keeping your bamboo toothbrush clean.	

# bamboo hair brush



<p>Product features</p>	
<p>Anti-friction bamboo teeth + mounted in natural rubber</p>	
<p>100% Biodegradable handle, teeth and packaging</p>	
<p>grums bamboo hairbrush is a sustainable brush, made from a 100% biodegradable bamboo shaft with anti-static bamboo teeth that greatly reduces the friction against the hair and therefore reduces the loss of healthy hair. Wrapped in a 100% biodegradable packaging.</p>	



# Why Coffee Grounds?

Surely, most of us have experienced how coffee can make any groggy morning feel better. But how exactly do the leftover grounds from your morning brew benefit your skin?

When brewing, less than 1% of the nutrients end up in your coffee. More than 99% of all the good stuff are still left in the coffee grounds.

To sum it up, we have gathered 5 of the best reasons why coffee grounds make an amazing skin care ingredients.

## Refreshed glow

Free radicals are molecules (pollution particles, etc.) which our environment is full of. Free radicals are molecules that, when damaged, whether through diet, stress, smoking or other products, can result in visible skin imperfections like dark spots and lines. However, loading up your skin with antioxidants from coffee grounds will protect and bolster the natural defence of your skin. Coffee grounds help reverse the imperfections and brightening your skin and give it a refreshed glow.

## Firmness & elasticity

Coffee grounds have the ideal consistency for creating the ultimate exfoliator. The texture of coffee grounds works excellent to buff off all those dead skin cells and supports your skin's production of new skin cells. In addition it offers caffeic acid which is known to increase collagen production. Collagen is a protein produced by our cells that helps "holding" the skin together. It provides firmness and elasticity, making your skin look younger.

## Coffee beats plastic

Microbeads, which are made of plastic, are used by many industries for a variety of purposes, including cosmetic products such as scrubs. Contrary to microbeads, coffee grounds are rich on antioxidants, natural oils and can even have great effect on some skin diseases, such as psoriasis. Furthermore they won't harm our environment when going down the drain.

## Anti-inflammatory

Due to the fact that coffee grounds have a rich source of antioxidants and caffeine it has potent anti-inflammatory properties which make it ideal for reducing inflammation and redness in your skin, leaving you with a beautiful, even skin tone.

## Enhance circulation

Coffee grounds promote blood circulation and reduce cellulite. It leads to healthy and energized-looking skin since the toxins and wastes are transported to sites of elimination. When using coffee grounds on your skin, like in a face mask or body scrub, it will boost the glow of your skin leaving it looking radiant and healthy.

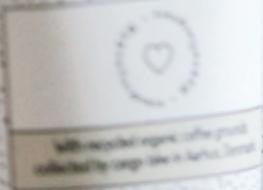


01.2022

01.2022



grum's  
raw espresso  
face scrub + mask



grum's  
raw coffee  
body scrub



grum's  
raw coffee  
hand scrub + wash



# Ingredients

Reading and understanding an ingredients list shouldn't be 🧪-science. That's why we've decided to provide translations to all ingredients in our products as an extension to the legal required INCI designations. Full ingredient lists, translations and information about the ingredients we use, can therefore be found on our website.

# Wrapped In Sugar

Thinking differently and questioning what is given? It's safe to say that we've set the bar pretty high. So, picking out the right packaging was all about 'stop talking and start walking'.

Wrapping our first products in sugar just seemed right (odd but right). Packaging isn't just about being practical, the right size or great looking - but all of them combined topped with sustainably sourced materials.

The sugar cane based packagings are all marked with the 'I'm Green' logo.





# Our Story

grums was founded in 2016 by us, two guys from Aarhus, Denmark. We had put our minds to bring new energy to the skin care business by using coffee grounds in all our products. We wanted to turn a waste product into a luxurious and high-quality line of skin care products. We have since developed our first products containing only the best natural ingredients and of course: coffee grounds - no exceptions made.

We believe that skin care can be both luxurious and thoughtful without compromising one or another. This is just the beginning so brace yourself for new exciting products to come.





# La Cabra X grums

All coffee grounds used in our skincare products are collected locally from La Cabra Coffee Roasters in Aarhus. who share our our passion for quality, sustainability, transparency and attention to quality in each stage of the process.

After collecting coffee grounds from La Cabra Coffee Roasters, we dry and perform quality checks, before blending them with the carefully selected, natural ingredients.



**LA CABRA**  
COFFEE ROASTERS

EST. 2013 AARHUS

# Contact

Website: [www.grumsaarhus.com](http://www.grumsaarhus.com)



For general inquiries please contact us at:  
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