

S J Ö S K I N

Introduction Presentation 2020



Our Story



We're a mother and daughter duo from Sweden.

We started our company with a belief in the power of 'less is more'. Our range is therefore formulated with minimalism in mind and an ethos that skincare products don't need to contain chemicals or long lists of ingredients to be highly effective. It should be simple. No fuss. No unnecessary ingredients. Just really good skincare that truly works.

All products are multipurpose and formulated by us, and never taken from a ready made recipe. For our first product, Happy Honey Mask, We blended up to 100 different formulas with over 50 various ingredients to get the right formula, consistency and benefits .

When we started SJÖ SKIN, we wanted to do everything right. All our products are handcrafted in Sweden and made in micro-batches with the highest quality, all natural, ingredients. It's never tested on animals, but personally tried on ourselves. We also care about the planet and therefore use sustainable packaging and processes wherever possible.



We always try our best to do everything right for our customers and the planet.

We source the highest quality ingredients, and do so locally wherever possible. We refrain from using plastic throughout the entire process, from our manufacturing to the way we package the final products.

We are always cruelty-free and will never test on animals. We are also Leaping Bunny approved.





We've refreshed the look and brush for 2020 to be better for the planet. Our new packaging has reduced amount of paper and requires less space in transport.

Happy Honey Mask & Brush

With over 5000 masks sold, the Happy Honey Mask is our best-seller. This multitasker mask features only 6 all natural (yet powerful!) ingredients including raw local honey from Sweden, organic coix seeds, kaolin clay and calamine. Unlike traditional clay masks, this formula doesn't contain any water and won't dry on your skin. The organic coix beads provides exfoliating beads which can be lightly massaged on the skin when washing off.

Ingredients

Raw honey, coix lacryma-jobi (coix seed), kaolin clay, glycerine (vegetable derived), propanediol (from corn sugar), calamine.

"My favourite skincare product ever"

"It's my 'go to-cannot live without-feel good pamper product."

"This is my all time favourite face mask. It cleans out my pore, calms it down and leaves it so hydrated and soft. It works both for my "normal" skin and my boyfriends super sensitive skin. I never ever wanna be without this one!!"

"This is the most comfortable, effective mask you need! It smells good, it feels like heaven, the exfoliation is so nice and your skin feels so good after! This is a forever re-purchase! please new stop making these!"

"By far the best mask I've tried! It melts onto my face like butter and gently exfoliates my face when washing it off. This is gonna have to be a Holy Grail in my vanity from now on. I am obsessed!!! You won't regret buying it, worth every buck!"

"Okay. So, I was skeptical at first because up until this point, everything I'd tried failed miserably. When I say this is a miracle in a jar, I put my life on it. This is *the* best mask I've ever bought, I promise it's worth the investment."

What people are saying



Multi-Benefits

Calming

Made with raw honey and calamine it helps soothe irritated and stressed skin as well reduce redness and breakouts.

Detoxifying

Kaolin clay is known for detoxifying impurities and purging pores of excess oils.

Brightening

Nourishing micro beads from the coix seeds gently exfoliates and brightens skin.

Healing

Honey also has anti-inflammatory and anti-bacterial properties that help repair and speed up healing of wounds and scars.

Nourishing

The power duo of glycerine and propanediol as humectants help nourish and improve overall skin tone and texture.





Happy Honey Oil

This is a dry and lightweight 5-in-1 facial oil that's suitable for all skin types- even oily complexions. It's formulated with non-comedogenic oils so it won't clog pores or cause breakouts. It also features Arnebia Root and Propolis.

Ingredients

Squalane (Derived From Olive Oil), Rosehip Oil, Watermelon Seed Oil, Propolis, Arnebia Root, Prickly Pear Oil, Blueberry Seed Oil.

"This oil is truly the best I've ever tried!"

"I'm loving it! Magic!!!"

"Absolutely love this oil! I have very reactive skin that breaks out regularly so I decided to try something 100% natural. This has worked wonders on my skin, it's light but still very moisturising. My skin has been looking it's best since using this. Highly recommend, thank you SJO Skin!"

"This oil has turned my skin into a hydrated, plumped and glowy skin !! I can't believe when I look in the mirror how good it looks !! I'm not usually a big fan of oils but this one sinks right into my skin without feeling greasy or leaving a film on my skin. I use it both day and night and I can't see myself ever being without it again!! For me, this is magic in a bottle!!"

"This is by far one of the best facial oils I have ever used"

"I freaking love this product!!

"I can't say enough good things about this product. I use it both day and night and if I don't use it I notice I miss it"

"This is my absolute favourite product at the moment"

"I've only used it for a couple of nights but I COULDN'T STOP touching my face this morning because it felt so unbelievably soft"

"I'm extremely picky when it comes to oils - they can't be heavy on the skin, shouldn't make my t-zone produce more oil, and definitely can't break me out. This one is a gem"

What people are saying

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Multi-Benefits

Moisturising

The powerhouse oil squalane provides intense moisture and penetrates deep into the skin to rejuvenate and boost cell regeneration.

Protecting

Blueberry seed oil is one of the strongest antioxidants. Combined with vitamin A found in rosehip oil, it helps protect against age-causing free radicals and pollution.

Brightening

Watermelon seed oil detoxifies and depuffs while rosehip and prickly pear oil improve pigmentation to reveal a clear, bright and glowing complexion.

Calming

Arnebia root has soothing and anti-inflammatory properties. Together with prickly pear oil, it works to reduce redness, itchiness and irritations.

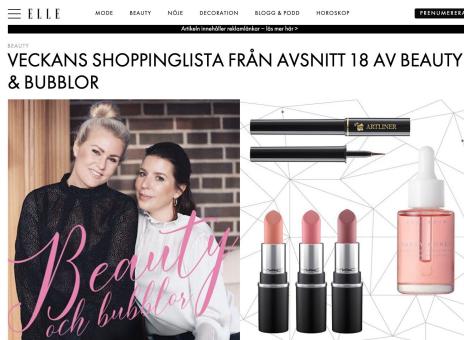
Healing

The power-trio of raw propolis, arnebia root and rosehip oil reduce scars and imperfections while improving overall texture and reducing fine lines.



Press & Social Media

NATURAL BEAUTY FROM SWEDEN



You're amazing for this. ❤️ I've never seen any kind of company show this kind of support to their followers/fans/customers. Sjo Skin will go far, I just know it. Thank you for being great!



you deserve all the love and support you're getting! it's really refreshing to see a company really getting to know what their consumers are into! it builds such lovely rapport and gives the vibe that you genuinely care! ❤️❤️



You guys are so amazing! I've been so taken by everyone's proclamations of your masks and brand ethos. I ordered my sjö mask a couple of weeks ago and can't wait to experience the magic myself 😍😊



And to be honest supporting you isn't like supporting a brand, but rather a good friend. I think this is the first time I exchanged thoughts and ideas with a brand in a very personal way. Love you and your product Jenny. It does only good stuff on my skin. My husband loves it, too!!!



F darlingfraulein I went and stalked the majority of profiles that you tagged in your stories, and ended up following so many because of their beautiful, genuine content! I love how uplifting and inclusive you've been, and I've truly enjoyed following your company on here. I can't wait to join the #sjofamily ! 😊❤️❤️



I am genuinely happy that you are not just building a brand here ..rather you are building a community..happy to see such positive vibes ..hope to be part of your family in future..love from India



I really love and respect on how you pay your attention to the community, can feel lots of love had been given! Thank you sooo much for your warm and kind engagement, may you always succeed! Looking forward to try your amazing product! ❤️😊



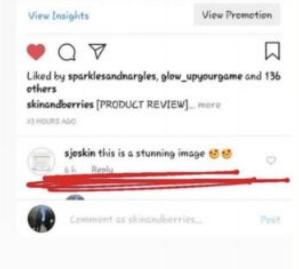
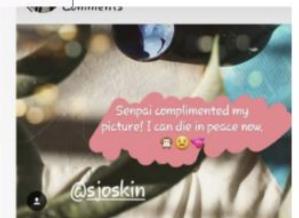
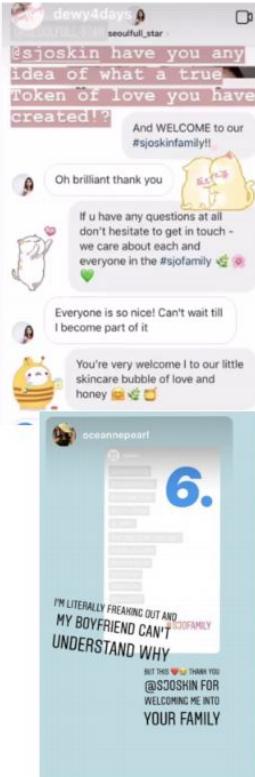
More i know you and more i love you and the more I am proud to be part of this beautiful family I don't have words strong enough to say thank you, thank you for being a such amazing brand, to take care of your family and your customers, to encourage everyone, to take the time to listen and answer any messages that may have sent to you... My message is cheezy but it's the truth, please don't change!!!! ❤️



Not only their connection with their costumers is so heartwarming and never seen before, their products look amazing and are hand made in a local town. How AMAZING is that! I love brands who take the time to make everything themselfs and just make sure their product is great. Big big shoutout to @sjoskin . Keep up the great work!



I saw all the beautiful messages exchanged through the community it's really nice that you invest so much in building relationships with everyone here. I hope this message finds you well and that you're having an awesome week 💕😊



myalossvskin Hi fellow #sjofamily member! So excited to connect with you!

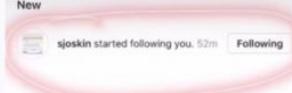
11h 1 like Reply

Reply to myglossys...

keyaanijo @myglossyskin Hey hun, me to loving your insta and loving this #sjofamily



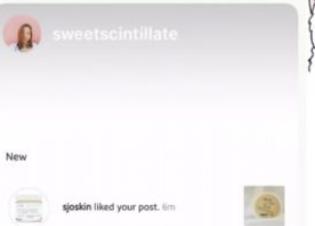
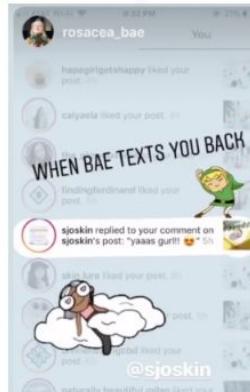
When the brand that you respected liked your post...
@sjoskin



Totally fangirling right now
Loving @sjoskin and how they're connecting with their audience and helping this awesome #skincarecommunity grow



SKINCARE
FAMILY



Thank You!
Aren't they the kindest and the most supportive ever??
@SJOSKIN



Less is more

Multi-purpose products with
minimum ingredients

Natural ingredients
Cruelty-free
Handcrafted in micro batches
Made in Sweden
Free from sulfates, parabens, SLS,
minerals, essential oils, fragrance etc.
Eco-friendly packaging
Sustainable



How do we make our products?



- We hand blend all products ourselves in our studio in Karlstad, Sweden.
- Made in Micro batches to ensure they're as fresh as possible.
- We use proprietary techniques to extract the Arnebia Root. This is what gives the Happy Honey Oil its beautiful pink colour.
- We use sustainable and eco friendly packaging wherever possible. Our Happy Honey Mask is filled in glass jars with paper labels. The outer packaging is also fully recyclable and has an FSC Certificate.
- A little tip! Once customers have used up the mask, the jar can be used to store your cotton swabs/buds, or make it into a candle holder.

All our ingredients are clean and using the highest quality ingredients. Our products are always:

- ✓ Cruelty free
- ✓ Paraben free
- ✓ Sulfate free
- ✓ Silicon free
- ✓ SLS free
- ✓ Free from added fragrance



Also free from:

Acetone Alcloxa
Alkonolamine
Aluminum powder
Ammonia
Animal by products
Benzalkonium chloride
BHA butylated hydroxyanisole
BHT butylated hydroxytoluene
Chemical sunscreens (1)
Coal tar
Cocamide DEA
Cyclomethicone EDTA
Ethonolamines DTA, TEA, MEA, ETA
Ethoxylated ingredients
Formaldehyde (2)
Hexachlorophene
Hydroquinone
Lead acetate
Lidocane
Mercury
Methyl cellosolve or 2-Methoxyethanol
Methylchloroisothiazolinone
Methylisothiazolinone
Microbeads
Petrolatum and petrolatum byproducts
Phthalates
Resorcinol
Siloxanes
Sodium Lauryl Sulfate (SLS)
Sodium Laureth Sulfate (SLES) (3)
Toluene
Triclocarban

