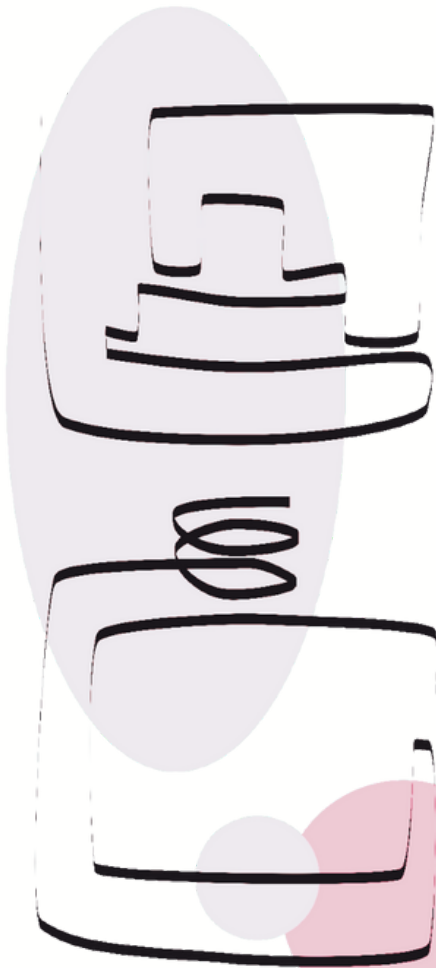




aje®

ACTIVISM IN ELEGANCE

VML



VML

aje[®]

ACTIVISM IN ELEGANCE

“

**THE WORLD CHANGES,
NEW NORM OF
CONSUMERISM IS
EMERGING.**

Based on principles of awareness and caring about people and planet. People want their purchases to be good for their bodies and good for the world"

”

a|e

ACTIVISM IN ELEGANCE

We are aie, avant-garde rebels of beauty, activists in elegance. This is not a rebellion to subvert and to destroy, this is a rebellion for beauty and for positive energy. We aim to rejuvenate and to regenerate, to hydrate and to nourish, and – yes –to help save the seas and the planet while doing this.

MORE THAN JUST SKINCARE

aie is the natural choice for your skin, it is also a choice for a better future for the next generations and the planet Earth.

For us at aie, the key pillars of our business are respect and responsibility. This means respect for the individual, customers, shareholders, partners, and environment in everything we do. To ensure that these values are followed in everything and by everyone, we created a corporate level rulebook - the aie Code of Respect, the aie CoR. This is our initiative for more sustainable future. The aie CoR is not only a document, it is a way of working and operating, it has been in our core from day one.

aie equals to 100% organic luxury for your skin. aie products have been developed to perfection for over 14 years.



We believe in individual beauty. Our kits and methods are an easy access to aie, offering a perfect skincare treatment just for your skin, each skin is unique and deserves to be treated as such.

We are uncompromising. Our products are ultra premium. Sourced from personally trusted local producers. Developed and tested to perfection in real life with help of family and friends. If it does not feel right, we will not do it. If it is not good for the planet, we will not do it. We only have natural selected ingredients and guilt is not one of them. For us transparent and sustainable production goes without saying. Plastic waste free world is our aim. Part of our profit goes to charities protecting and saving the seas. We believe that when nature treats us right, we have an obligation to reply in kind, that is why we pay back by compensating our carbon footprint via our partner [compensate.com](https://www.compensate.com).



COLLECTION 2022



FEEL
LOOK
DO
SHARE
GOOD

aie[®]

ACTIVISM IN ELEGANCE



CLEANSE

& Care

We believe in holistic beauty, our Clean&Care products and kits offer a feeling of ultimate cleanliness, added with a touch of pampering and luxury to your day.

000 BASE KIT

200 ML / 6.8 FL.OZ



The aie 000 Base Kit, featuring aie 018 Emulsion and aie 019 Tonic, was created to ensure your skin gets the feeling of total cleanliness and freshness. Skin is our largest organ - it is like the window to your soul. Thus, you should treat it with the same respect it does by protecting you.

000 BASE KIT

200 ML / 6.8 FL.OZ

018 EMULSION, FACE, CLEAN, ULTIMATE

The aie 018 is full of soothing and rejuvenating oils. This facial cleanser cares for your skin at the same time as it cleanses. Apply it on dry skin and let your skin enjoy for awhile before rinsing.

INGREDIENTS

*Water, Glycerin, Coco-glucoside, Castor Oil, Triticum Vulgare Germ Oil, Helianthus Annuus Seed Oil, Xanthan Gum, Citronello**, Eugenol**, Geraniol**, Limonene**, Linalool**, Benzyl Benzoat****from natural essential oils*

019 TONIC, FACE, CLEAN, ULTIMATE

The aie 019 is the perfect companion for the aie 018 Emulsion. It starts the hydration process for your skin. Apply after cleansing with aie 018.

And for best results let it work its magic in the morning as well as in the evening.

INGREDIENTS

*Helichrysum Italicum Water, Hamamelis Virginiana Water, Rosa Damascena Flower Water, Water, Lactic Acid, Sodium Lactate**from natural essential oils*



202 SCRUB&BEYOND KIT



70 ML / 2.4 FL.OZ

With aie 202 SCRUB&BEYOND you have a true multipurpose kit for your skin. It is a 3-in-1 kit – with different combinations you got yourself a Mask, a Scrub and a Rich Cream. And all perfected to suit your skin! the 202 SCRUB&BEYOND featuring 023 Bio-Char, 024 Balm and aie 025 Oil Serum.

023 BIO-CHAR, FACE, SCRUB&BEYOND, REHAB

On its own, it is really just coal made out of Finnish spruce, but hey, it does wonders when combined with aie 024 and 025. Now you have a perfect mask and scrub to purify and soften your skin.

INGREDIENTS

Coal made out of Finnish spruce.

025 SERUM, FACE, OIL, ULTIMATE

Avant-Garde Rebel 025 is your elastic friend. A friend of both young and mature skin. It is a great friend on its own – it will convince you that you are perfect as you are. But hey combine it with aie 023 and 024 and see it yourself.

INGREDIENTS

*Prunus Domestica (Plum) Seed Oil, Rosa Canina Fruit Oil, Triticum Aestivum Germ Oil, Coco-Caprylate, Blue Tocol Bilberry Seed Oil, D-a-tocopherol, Rosmarinus Officinalis (Rosemary) Leaf Extract, Helichrysum Italicum, Limonene**, Linalool***
***from natural essential oils*

024 BALM, FACE, MULTIPURPOSE, REHAB

This balm is great on its own. But by adding a touch of 025, it becomes a cream of your dreams. Or create a unique mask just for you, by adding a bit of 023 and a drop of 025.

INGREDIENTS

*Aqua, Roman Chamomile Hydrolat, Butyrospermum (Shea) Parkii Butter, Bee Wax, Persea Gratissima Oil, Algae, Urea, Potassium Palmitoyl Hydrolyzed Wheat Protein (and) Glyceryl Stearate (and) Cetearyl Alcohol, Simmondsia Chinensis Seed Oil, Olive Squalane, Dehydroacetic Acid (DHA), Benzyl Alcohol, Citronellol**, Eugenol**, Geraniol**, Limonene**, Linalool**, Citral***
***from natural essential oils*



Anti-aging & Deep cleansing
Remove toxics
Regenerate & Soften



MOEZ
Eva



MOEZ *Eva*

MOEZ Eva is a facial cleanser and massager.

This innovative skincare technology tool, produces nano-bubbles that massage skin and help to cleanse and remove dirt or makeup.

MOEZ Eva is designed for all skin types. The brush head is made of skin-friendly antibacterial silicone for most comfortable cleaning experience. The gold massage head is 18K plated gold and with ultrasonic waves it helps to promote your skin collagen growth.

Beautician level skincare at home with Moez Eva by aie



A close-up, profile view of a woman with her eyes closed, applying a light-colored cream to her cheek with her fingers. The background is a soft, light blue gradient.

HYDRATE & Nourish

Heroic aie rebels hydrate and nourish, rejuvenate and regenerate your skin. They leave the mature skin soft and renewed. They prepare the young skin for the years to come.

101 PRELUDE KIT

60 ML / 2.0 FL.OZ

This kit is like the 3 Musketeers for your skin – each product has its own space and place, but together they are an unstoppable force. Just apply the aie 3 x YES programme with the aie 101 kit to achieve the ultimate softness and hydration.

Start with quenching the thirst with aie 003 Happiness Mist – this prepares your skin for the next products. Next feed your skin with energy with aie 004 Rehab Serum. Add the final touch, and harness your skin with aie 001 Rose Cream. Feel the soft luxury on your skin.



NOURISH
& Hydrate

Anti-aging & Cell renewal
Rejuvenate all skin types
Positive energy & Stress relieve

101 PRELUDE KIT

60 ML / 2.0 FL.OZ



003 MIST, FACE, ROSE, HAPPINESS

Avantgarde Rebel 003 knows how to get under your skin and how to work invigorating magic from there. The master of soft tactics 003 brings new life and new hope to the weary.

INGREDIENTS

Rosa Damascena Flower Water, Water, Aloe Barbadensis Leaf Juice, Algae, Sodium Pca, Helichrysum Italicum Water, Allantoin

004 SERUM, FACE, GEL, REHAB

The diplomatic touch of 004 eases unwanted tension and inflammations - 004 is here to hydrate and nourish.

INGREDIENTS

*Aqua (Water), Aloe Barbadensis Leaf Juice, Hamamelis Virginiana Water, Citrus Aurantium Amara Flower Water, Hexylene Glycol, Fructose, Glucose, Sucrose, Urea, Dextrin, Alanine, Aspartic Acid, Hexyl Nicotinate, Glycerin, Sodium Hyaluronate, Helichrysum Italicum Water, Caprylyl/Capryl Wheat Bran/Straw Glycosides, Aqua, Fusel Wheat Bran/Straw Glycosides, Polyglyceryl-5 Oleate, Sodium Cocoyl Glutamate, Glyceryl Caprylate, Cinnamomum Camphora ct. Linalol, Linalool***



001 CREAM, FACE, LIGHT, ROSE

The Avantgarde Rebel 001 is a friend of all skin types - but a fierce enemy of depression and anxiety. 001 nourishes like there is no tomorrow and wow, how about that scent?

INGREDIENTS

*Aqua (water), Rosa Damascena Flower Water, Potassium Palmitoyl Hydrolyzed Oat Protein, Behenyl Alcohol, Palm Glycerides, Sodium Stearoyl Glutamate, Sucrose Palmitate, Prunus Amygdalus Dulcis Oil, Rosa Canina Fruit Oil, Panthenol, Glycerol, Coco-caprylate, Allantoin, Rosa Damascena Flowers, Dehydroacetic Acid (DHA), Benzyl Alcohol, Helichrysum Italicum, Citral**, Citronelloi**, Eugenol**, Farnesol**, Geraniol**, Limonene**, Linalool** **from natural essential oils*





aie[®]

ACTIVISM IN ELEGANCE

025
SERUM
FACE
OIL
ULTIMATE

10 ML / 0.34 FL.OZ



ENERGISE
& Soften

Avant-Garde Rebel 025 is your elastic friend. A friend of both young and mature skin. It's a great friend on its own – it will convince you that you are perfect as you are.



EYES

& Lips

Although we believe in holistic beauty, sometimes you can say yes just once - our lip and eye products are great on their own but just perfect when with other aie products.

010 SERUM EYES PUFFY NO MORE

10 ML / 0.34 FL.OZ



15 ml / 0.5 fl.oz

Although we believe in holistic beauty, sometimes you can say yes just once - meet Avant-Garde Rebel 010.

It hits puffiness and small wrinkles where it heals. Keep your eyes open for this refreshingly efficient eye-opener. 010 – for your eyes only.

INGREDIENTS:

Aqua (Water), Aloe Barbadensis Leaf Juice, Cistus Ladaniferus Leaf/Steam Water, Parfum, Caprylic/Capric Triglyceride, Spilanthes Acmella Flower Extract, Glycerin, Caffeine, Helichrysum Italicum Water, Sodium Hyaluronate

A close-up photograph of a woman's face, focusing on her eyes, nose, and lips. She has bright red lipstick on her lips and matching red nail polish on her fingers. The background is a soft, out-of-focus light color.

112 LOVE YOUR LIPS KIT

by Emma G

112 Love Your Lips Kit is inspired by our lovely Emma G. It was originally developed especially for treated lips, to care, enhance and love them. But soon enough we realized that it is just perfect for all lips treated or not.

012 SCRUB, LIPS, SMOOTH, NATURALLY

the aie 012gently exfoliates and buffs away dead skin cells while helping to replenishing lips' moisture. This scrub leaves lips feeling smooth, soft. It is a great self-care treat!

INGREDIENTS

*Aqua, Hamamelis Virginia Water, Mangifera indica seed butter, Bee Wax, Persea Gratissima Oil, Algae, Urea, Potassium Palmitoyl Hydrolyzed Wheat Protein (and) Glyceryl Stearate (and) Cetearyl Alcohol, Simmondsia Chinensis Seed Oil, Olive Squalane, Dehydroacetic Acid (DHA), Benzyl Alcohol, Citronellol**, Geraniol**, Limonene***
**from natural essential oils

027 SERUM, LIPS, RICH, NATURALLY

AIE 027hydrates, comforts, and leaves lips looking smooth and naturally plumped. The vege-collagen builds up your lips collagen production, enhancing and building the plumpness.

INGREDIENTS

Aqua (Water), Aloe Barbadensis Leaf Juice, Cistus Ladaniferus Leaf/Steam Water, Parfum, Caprylic/Capric Triglyceride, Spilanthes Acmella Flower Extract, Glycerin, glycoproteins, salix nigra bark extract, potassium sorbate, Cistus Water, Sodium Hyaluronate

011 BALM, LIPS, SOFT, BUTTER ME

is the sweet rebel ready to embrace everything and everyone. It is a trusty protector if ever there was one. Once you get aie 011 on your side, you will not let go. Master of pre-emptive action, 011 hooks you with its soft butter-like touch, and sweet taste of vanilla and orange. It makes you yearn for more, just butter me up.

INGREDIENTS

*Theobroma Cacao (Cocoa) Seed Butter, Ricinus Communis Seed (Castor) Oil, Mangifera Indica (Mango) Seed Butter, Butyrospermum Parkii (Shea) Butter, Cera Alba (Bees wax), Amygdalae Oleum (Almond) Oil, Cocos Nucifera (Coconut) Oil, Mentha Piperita (Peppermint) Oil, Vanilla Planifolia Fruit Extract, Citrus Sinesis (Orange) Peel Extract, Citrus Limon (Lemon) Peel Extract, Limonene, Linalool, Citral, Geraniol, Citronellol, Farnesol***



“

**THE STORY OF AIE
IS ONE OF
RANDOM
ENCOUNTERS AND
BEAUTIFUL
SURPRISES**

Tourist brochures will tell you there are undiscovered gems in Croatia.
This is true. One of them is a chemist called Pavla.

”

aie
ACTIVISM IN ELEGANCE



The birth of aie was so unlikely that it was practically meant to be. Random encounters in 2017 led to three ladies -two Finns and a Croatian chemist -starting an avant-garde rebellion called aie - activism in elegance

Let's go back to summer 2017. Meet Saila from Finland. She likes sailing and always stays in the same small family-run B&B when she visits Croatia. During one of these visits, a dinner turns into a conversation about skincare. (Don't ask, it was pretty late and Croatian wines are good.)

Saila compliments the B&B owner's skin and wants to know what product she uses. You can't buy it, says the owner of the B&B. Saila is annoyed: I am a Finnish woman, if we want something, we go out and get it.

You won't, says the owner, my daughter made it for me. It turns out that her daughter Pavla is a chemist and a pharmacist. It turns out that she makes her own cosmetics. It turns out that she gathers the ingredients from her grandparents' garden and from the family summer cottage.



Saila absolutely wants to meet her. Pavla brings samples of her work to Saila. Saila loves them. Pavla says that she's no entrepreneur. Saila says that she is. Saila has to twist Pavla's arm (figuratively, of course) quite a bit to make her realize that she has unusual, wonderful skills that should not remain a family secret.

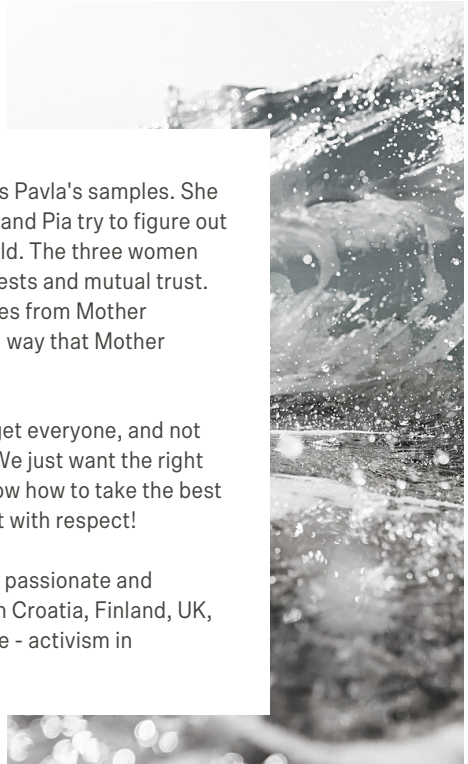
IT WAS SO UNLIKELY IT WAS BOUND TO HAPPEN.

Our Head of R&D, the hidden gem of Croatia, Pavla, is a chemist and pharmacist, but also a passionate diver. More about Pavla's Story at aiecsometrics.com.

Back in Finland, Saila's friend Pia tests Pavla's samples. She loves them too and wants more. Saila and Pia try to figure out how to bring Pavla's genius to the world. The three women get together. They share mutual interests and mutual trust. They set up a company to bring goodies from Mother Nature's secret stash to the world in a way that Mother Nature would appreciate.

Well, not all the world. We will never get everyone, and not everyone will ever get us. That is ok. We just want the right people. Our people. The ones who know how to take the best Mother Nature has to offer and treat it with respect!

Today we are an international team of passionate and enthusiastic people. You can find us in Croatia, Finland, UK, China, Mexico and US. Welcome to aie - activism in elegance.





aje
ACTIVISM IN ELEGANCE

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**WE BELIEVE THAT
CHANGE IS POSSIBLE BY
CREATING
SUSTAINABLE VALUES
FOR ACTION.**

aje Code of Respect (CoR) is the corporate level rulebook, a manifesto of our values, our initiative for more sustainable future. It is not only a document, it is a way of working and operating, it has been in our core from day one.

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aje

ACTIVISM IN ELEGANCE

THE PRINCIPLES OF AIE RESPECT



Respect for the customer; the core element of our operations.

Respect for the environment; by minimizing our carbon footprint and waste flows as well as engaging in voluntary work to create a positive impact on the environment.

Respect for social responsibility; by engaging in social development through our product's life.

Respect for fair and transparent business policy; by a commitment to create and maintain a fair and safe working ecosystem, enriched in dialogue with our employees.

Within this framework, we maximize the value of our shareholders by serving our customers and providing them the experience of sustainable elegance.



**WE
STAND
FOR
INDIVIDUAL
BEAUTY**

Harnessing nature's
secrets for our weapons.

CONTACT US



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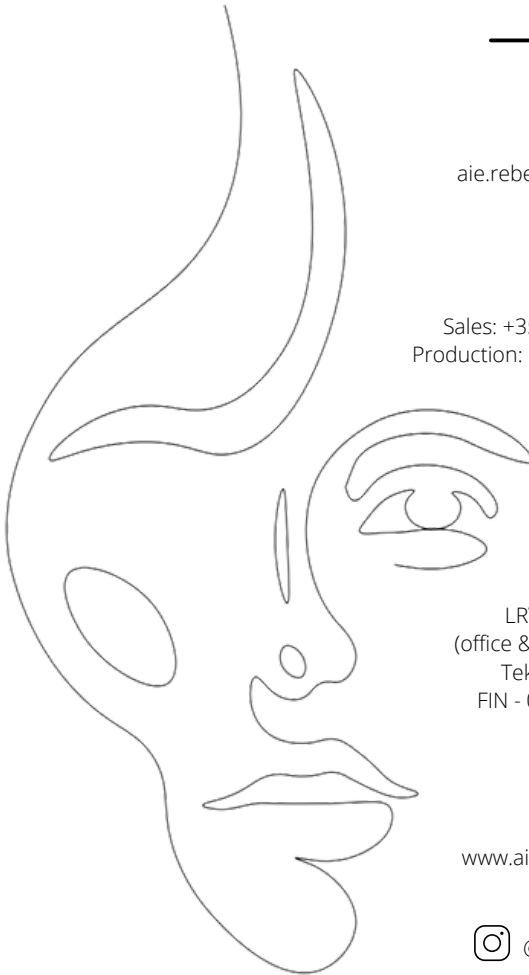


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 aie- activism in elegance



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