



A GREEN  
BEAUTY

ETHICAL, SUSTAINABLE  
INSPIRED CULTURE, HEALTH,  
HEALTH & BEAUTY





# KRISTÍN ÝR PÉTURSDÓTTIR, HRÖNN MARGRÉT MAGNÚSDÓTTIR

Ankra was founded in 2013 around the idea of a truly different approach to premium skincare. Located in Reykjavík Iceland, Ankra utilizes pure ingredients originated from the ocean surrounding Iceland, not only for topical use but also internal, for better results.

Ankra products are the only products on the market containing high levels of three essential ingredients for skin rejuvenation and regeneration. These are marine-derived enzymes, hyaluronic acid (HA), and marine-derived collagen. Trypsin and HA produced in our body fulfill important functions in skin regeneration, whereas collagen is the major natural protein that keeps skin smooth and buoyant. As skin matures, it produces these ingredients less efficiently and thus loses its firmness and tone. Signs of aging, such as wrinkles and fine lines, start to appear. These products replenish trypsin, HA, and collagen in the skin, which reduce fine lines and wrinkles and lead to improved skin regeneration and smoothness.

As a developer and manufacturer of natural products made from the richness of the sea, we have a great responsibility to ensure that our natural resources are sustainable. Ankra puts fundamental emphasis on professional integrity and maintains it through every aspect of our business.

Ankra's goal is to increase the value of Icelandic seafood and we develop and market high quality natural products from the sea's natural resources that are often thrown away such as skin from Icelandic fish. We know our impact on the environment, and constantly try to increase positive impact and minimize the negative.

## CARLA OATES

"The role of the infinitely small in nature is infinitely great"  
Louis Pasteur.

Based in Sydney's Bondi Beach, Carla has been researching, writing and teaching about the benefits of organic beauty and health for the last fifteen years. She is founder of The Beauty Chef, a collection of nutrient dense fermented powders, elixirs, and skin care that work to optimize digestion and feed the skin, body, and soul.

Carla has been fermenting food for years and noticed the myriad of skin benefits after consuming fermented foods like kimchi, sauerkraut, and kefir. "Eating these foods helps to clarify and rejuvenate the skin from the inside so that it may glow on the outside." When applied to topical skincare, the process of fermentation increases the bioavailability of ingredients so that they can be absorbed into the deeper layers of the skin. You receive the benefits of super charged ingredients while using a completely natural bio-system- keeping in tune with the bio-rhythms of our bodies and nature. The Beauty Chef's unique Flora Culture process is backed by twenty years of research.

This process also produces good bacteria, which is vital for a healthy gut. Carla says, "I am a big believer that beautiful skin starts on the inside. It's where your hormones are metabolized and 70% of your immune system lives. The gut is where nutrients are manufactured and toxins are eliminated. For good health, the gut requires a proliferation of good bacteria, which can be found in abundant supply in fermented foods. The skin, hair, and nails are the last places to get nutrients that tend to go to more important organs first. Therefore the skin is the first place where gut imbalances or signs of unbalanced nutrition manifest. Beneficial bacteria in the gut are key to good health and skin."

