

LUMENE
The Beauty of Scandinavia
Enjoyed and Treasured by European Women for
Over 30 Years

Since 1970, the benefits of rare Scandinavian resources available in the Lumene collection have been enjoyed and treasured by European women. Now, American women have the opportunity to *discover the power of nature* and share the beauty of Scandinavia – combining the efficacy of high-technology with the power of unique natural ingredients.

Taking its name from the pristine Lake Lummenne, Lumene skincare and color collections have products for all skin types and ages, offering performance products with ingredients unfound in any other beauty brand. In 2004 **Lumene was chosen as Finland's most trusted cosmetic brand** in a survey by *Reader's Digest*.

Lumene Skincare

Combining science and nature to deliver clean, natural radiance, Lumene products focus on bringing out natural beauty with products from gentle cleansing to intense hydration, youth-enhancing to anti-aging formulations. Lumene skincare protects skin from the harmful effects of pollution and stress and are effective in all seasons and climate conditions.

Lumene Color Cosmetics

The shades of Lumene color cosmetics are refined and fresh, reflecting the radiance of northern nature and wearable for day and evening. Like the skincare products, Lumene color cosmetics also provide extraordinary protection and care, even in exacting weather conditions. From moisture-rich foundations to luxurious colors, Lumene's modern and extensive cosmetics selection taps into European fashion trends with makeup bag essentials and quality product formulations and packaging.

Lumene Quality and Environmental Focus

Noiro, the manufacturer of Lumene products, has its own in-house product development and quality assurance laboratories (one of the most technologically advanced in the world), and product safety is tested under the supervision of dermatologists and at impartial testing labs. From the founding of the brand, Lumene has been a pioneer in disclosure of all ingredients, displaying all raw materials used in the products. Lumene uses recyclable materials and avoids the use of unnecessary packaging. Lumene products are not tested on animals.

Innovative Beauty Ingredients

Pure, indigenous ingredients such as cloudberry, Arctic White peat and pure Finnish spring water are at the heart of Lumene skincare. The demanding Scandinavian climate and seasonal conditions produce more potent and nurturing qualities for regional plants. The intense concentration of nutrients harnessed in these resilient plants is used in Lumene's active ingredients.

The clean rivers, forests and marshlands of the Finnish wilderness offer an abundance of rare flora and natural elements found only in Scandinavia.

Arctic Cloudberry

The most nutritious of the wild berries, Arctic cloudberry is a unique yellow berry from the Arctic circle. Arctic Cloudberry Seed Oil contains 80% of essential fatty acids (Omega 3, 6), antioxidants, carotenoids and phytosterols – ingredients that protect skin from damage and enhance regeneration.

Arctic Cranberry

The Scandinavian cranberry has high concentrations of health-promoting qualities. Cranberry contains a rare form of Vitamin E – tocotrienol – an antioxidant which is 40-60 times more effective than tocopherols (the more common form of Vitamin E). Cranberry provides the most flavonoids, as well as essential fatty acids (Omega 3, 6), antioxidants, carotenoids and phytosterols, which provide a protective shield for skin. Cranberry contains antibiotic compounds and has been used as an herbal medicine for treating cystitis and fevers.

Arctic Peat

Since the last Ice Age, Arctic peatlands have grown, accumulating a concentration of time-resistant phytoactives. Peat contains minerals such as magnesium, copper, iron and zinc, as well as plant sterols and plant estrogens. Arctic Peat has traditionally been used in baths to purify, reduce hormonal cellulite, ease psoriasis and regenerate the whole body.

Arctic "White" Peat Extract

For the first time in cosmetics, Lumene Lifting products contain one of the nature's best-kept secrets, discovered by the latest biotechnology. Plant sterols and plant estrogens obtained from arctic, Scandinavian peat by Supercritical fluid extraction. The result: "white peat" – a 100% pure, colourless concentration – twice concentrated phytopower from the Ice Age. Peat, born by time, is skin's best friend in fighting the damages of time.

Arctic spring water

Rare Finnish spring water was recently named the purest in the world. Rich in minerals, spring water is rainwater that has filtered through the soil and re-emerges from the ground – clear and fresh all year round.

Water lily nectar

The water lily is a natural antioxidant containing vitamin C, flavonoids and minerals. The nectar of water lily blossoms protects, soothes and hydrates the skin externally.

Scandinavian Birch

The entire birch tree – from its sap to its leaves – has natural healing and nourishing qualities for skin. Natural birch sap contains sugars, fruit acids, potassium, calcium, magnesium, zinc and iron, to name but a few. Ingredients found in birch trees also circulate and moisturize skin. Birch has been used in Finnish folk remedies to treat everything from skin diseases to rheumatism to cellulite.

Linseed oil

Linseed oil, from the unique Linen plant, strengthens skin and reduces redness, with rich active ingredients such as rare, powerful natural antioxidants (lignans), Omega 3 fatty acids, vitamins and minerals. Linseed has been cultivated for use in Finnish folk medicine to relieve pain and heal wounds.

Canola oil

Canola oil effectively soothes the skin. It contains rare plantsterols (brassicasterol) and natural vitamin E. Canola oil has been found to be effective at soothing the skin even in comparison with hydrocortisone. Lumene Blue Sensitive creams contain canola oil.