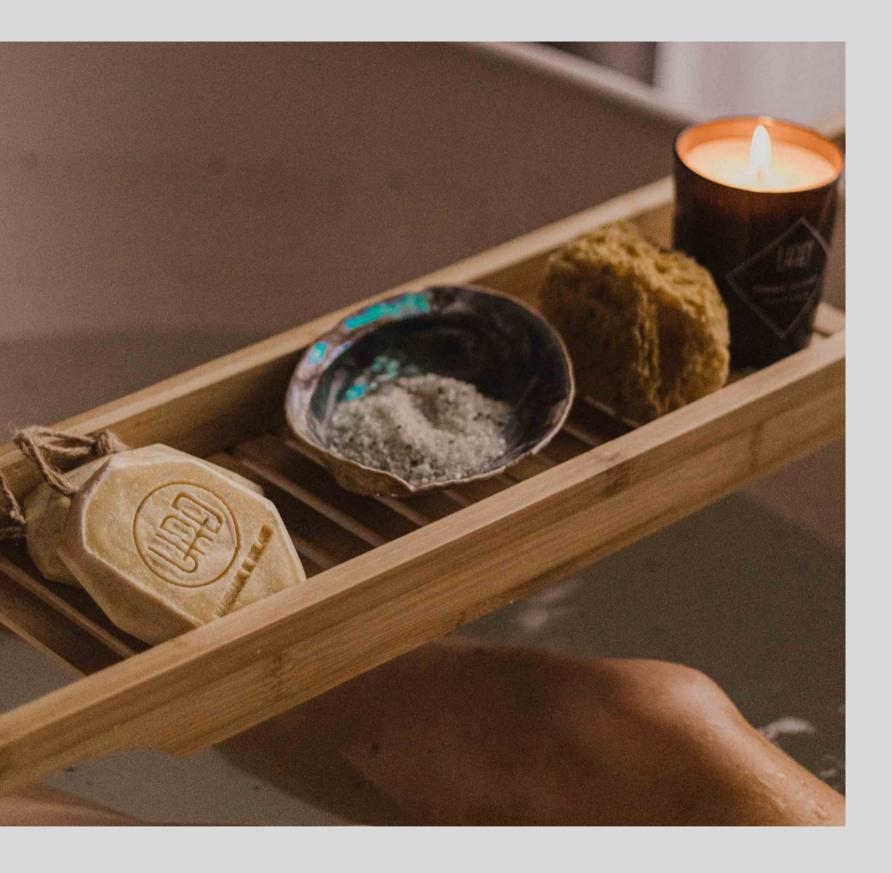


creative skincare handmade in Iceland with local ingredients



URĐ is an Icelandic company specializing in the design and production of scented products.

#### Our product line includes:

- handmade soaps
- scented candles
- home diffusers
- bath products & accessories

The brand name "URĐ" is derived from an old Icelandic word meaning earth or soil, representing the pure ingredients we use and our commitment to nature.

ABOUT — Mission Statistics Awards Contact

The company was founded in 2016 by Erla Gísladóttir, who combined her background in cosmetology and art history to develop unique scent and bath products.

Our main focus is on creating innovative products using traditional craft methods and previously untapped Icelandic ingredients for skincare.

All our products are handmade with utmost respect for the environment.





ABOUT — Mission Statistics Awards Contact



Our mission is to provide a

## HIGH-QUALITY EXPERIENCE USING NATURAL ICELANDIC INGREDIENTS

We handmake all our soaps with love and reverence for the traditional methods used in the past.

Our soaps are crafted from Icelandic canola oil and other locally sourced ingredients, ensuring their authenticity and sustainability.

 2016 EST. We carefully select resellers who share our values and prioritize sustainable and local ingredients.

## 3 FULL-TIME EMPLOYEES

What began as a one-woman business in 2016 has now expanded to a team of 3 full-time employees.

#### DELIVERED TO 5+ COUNTRIES

Our products have been successfully sold in various countries, including the UK, Germany, and Denmark. We offer worldwide delivery through our webshop and Etsy store.

#### 4 DISTINCT PRODUCT LINES

Each contains seasonally inspired perfume & Icelandic additives









Stormur | Winter

Bjarmi | Spring

Birta | Summer

Dimma | Autumn

#### **ESSENTIAL OILS SOAPS**

Each containing pure essential oils & Icelandic additives





In addition to our core product line,

# WE CREATE SPECIAL PRODUCTS FOR FUNDRAISING AND CHARITY PURPOSES,

provide white-label options, and undertake private projects for companies.



URĐ x Epal

Our special projects include the Pink Soap, Brjóstvit (charity soap for the pink ribbon campaign), and the candle Brjóstbirta for Göngum saman, which raises funds for cancer research.

We also support Neistinn, an organization dedicated to helping children with heart conditions, with our handmade soap called Hjarta.





URĐ x Neistinn

URÐ x Bleika slaufan

For more information about our company and products, you can find

## PRESS RELEASES, ARTICLES, AND INTERVIEWS

featuring URĐ at the following links:

- MBL: "Það er krefjandi að gefast ekki upp þegar á móti"
- VB: "URĐ í verslunum í Bretlandi"
- Mannlíf: "Frá píkum yfir í brjóst"
- <u>Trendnet: "Svartahvítu Jólaillmurinn ár er</u> <u>íslenskur"</u>
- Jólahandbók Epal
- <u>Vikan</u>

Company name

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Photos for press

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