

PRESS KIT

2016 EST.



creative skincare handmade
in Iceland with local ingredients

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

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.



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Our mission is to provide a

HIGH-QUALITY EXPERIENCE USING NATURAL ICELANDIC INGREDIENTS

We handmade 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.

MISSION & VALUES

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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.

We have

4 DISTINCT PRODUCT LINES

Each contains seasonally inspired perfume & Icelandic additives



Stormur | Winter



Bjarmi | Spring



Birta | Summer



Dimma | Autumn

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ESSENTIAL OILS SOAPS

Each containing pure essential oils & Icelandic additives



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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.



URÐ 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.



URÐ x Neistinn



URÐ x Bleika slaufan

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

PRESS RELEASES, ARTICLES, AND INTERVIEWS

featuring URÐ at the following links:

- [MBL: "Það er krefjandi að gefast ekki upp þegar á móti"](#)
- [VB: "URÐ í verslunum í Bretlandi"](#)
- [Mannlíf: "Frá þíkum yfir í brjóst"](#)
- [Trendnet: "Svartahvítu Jólailmurinn ár er íslenskur"](#)
- [Jólahandbók Epa](#)
- [Vikan](#)

Company name

PRAKS EHF. (URÐ)

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Photos for press

DOWNLOAD HERE