

## PRESS RELEASE

Press release, May 17, 2016

### **Viking Line's new Local Beauty Heroes concept to spotlight Nordic beauty expertise**

**Viking Line's new Local Beauty Heroes concept brings together strong women, fascinating stories and Nordic expertise in cosmetics. The highly competitive cosmetics market is mostly dominated by major brands. With its own Local Beauty Heroes concept, Viking Line wants to spotlight a selection of interesting small cosmetics brands. This concept includes Anne Kukkohovi's Supermood products, Isabella Löwengrip's Care & Color line, Yvonne Ryding's skincare products and Marianne Tromborg's organic brand, Beauty of North. Tromborg's organic products will also become available to Finnish and Swedish consumers for the first time.**

The Nordic countries, their food, music and beauty products are all the trend right now around the world. Viking Line would therefore like to support local businesses and strong women and offer its customers quality Nordic expertise in the beauty industry. This concept includes Finland's Anne Kukkohovi, Sweden's Yvonne Ryding and Isabella Löwengrip and Marianne Tromborg from Denmark.

"With its Local Beauty Heroes concept, Viking Line wants to spotlight interesting small Nordic beauty brands alongside all the international brands. The women and beauty products included in the concept have unique stories to tell," says Eva Rehnström, Viking Line's Purchasing & Sales Manager for beauty and fashion products.

**Anne Kukkohovi** is a former model, noted as a creative designer and for her own make-up line. Chaga mushroom, a fungus that typically grows on birch trees, serves as the basis for her Supermood products. It contains highly effective antioxidants, which have been used for centuries to treat skin and correct pigment discoloration.

**Isabella Löwengrip** is a well-known blogger, with over 1 million unique visitors each week. Her Löwengrip Care & Color line consists of beauty products made in Sweden. The products provide balance for sensitive skin or scalps and are designed to meet the challenges of our Nordic climate.

**Marianne Tromborg** is a respected Danish make-up artist and a noted advocate of natural beauty and a "less is more" approach. Tromborg – Beauty of North is an organic cosmetic brand that is suitable for both women and men. Marianne Tromborg has developed the line of products together with her husband, who worked for many years in the pharmaceutical industry.

**Yvonne Ryding** is Miss Universe 1984 and an internationally renowned beauty. YR Skincare includes natural, high-quality beauty care products intended to highlight people's

## PRESS RELEASE

natural beauty. The products are made in Swedish laboratories in a collaboration between Yvonne and Swedish manufacturers. The products are reasonably priced relative to their high quality.

Local Beauty Heroes products contain carefully selected ingredients. The range includes beauty products for the face, hair and body as well as fragrances.

Anne Kukkohovi, Isabella Löwengrip, Yvonne Ryding and Marianne Tromborg will also visit Viking Line's vessels during the year to talk about their products and provide beauty tips. The dates for these visits will be announced via Viking Line's social media channels.

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