

SIMPLY PURE AND CLEAN

IDUN

MINERALS

Product Catalogue IDUN Minerals

ABOUT IDUN MINERALS

IDUN Minerals is a Swedish beauty brand with products based on highly purified minerals. The products are developed in close cooperation with researchers and dermatologists and contain ingredients that protect and care for the skin. IDUN Minerals' products are sold exclusively at pharmacies. This means that all products have passed the pharmacies' strict product control and meet their high-quality standards. IDUN Minerals also has its own 'blacklist' of ingredients that are banned in the products to guarantee gentle and safe content. Thanks to few and pure ingredients, the Swedish Asthma and Allergy Association is recommending a makeup product for the first time – IDUN Minerals' powder foundation. In addition, IDUN Minerals' dry shampoo is the first on the market to carry the Nordic Swan Ecolabel.

People with sensitive or other skin problems such as acne and rosacea can also use IDUN Minerals in their daily makeup routine. When you buy a product from IDUN Minerals, you can be sure that it has not been tested on animals. Our beauty products are made from pure ingredients created with consideration for your skin, animals and nature.

Our sustainability work includes continuously reviewing our packaging so we are always at the forefront of recyclable and sustainable packing materials. We are also increasing green transport by placing demands on our transport suppliers. Increasing local production is close to our heart, and we often look for collaboration in our region and nearby.

CONTENT

ABOUT IDUN MINERALS _____	2	NAIL POLISH _____	23
SCIENCE _____	4	NAIL CARE _____	23
MAKEUP _____	6	BRUSHES — FACE _____	24
PRIMER _____	8	MAKEUP SPONGES _____	24
TINTED DAY CREAM _____	8	BRUSHES — EYES _____	25
FOUNDATION GUIDE _____	9	BRUSH CLEANING _____	25
POWDER FOUNDATION _____	10	SKINCARE _____	26
LIQUID FOUNDATION _____	11	CLEANSING _____	28
CONCEALER _____	12	SERUM _____	28
POWDER _____	13	MOISTURIZER _____	29
BRONZER _____	15	HAIRCARE _____	32
BLUSH _____	15	SHAMPOO & CONDITIONER _____	34
MASCARA _____	16	DRY SHAMPOO _____	35
EYESHADOW _____	17	HAIRCARE _____	35
EYELINER, INLINER _____	18	PRODUCT DISPLAYS _____	36
EYEBROWS _____	19		
LIPSTICK _____	20		
LIP CRAYON _____	20		
LIP GLOSS _____	21		
LIP LINER _____	21		

SCIENCE

We are one of Sweden's largest supplier of beauty products and develop clean products without unnecessary additives. Our product development team ensures that ingredients work in harmony with the skin and suit all types of skin, even the most sensitive. Highly purified minerals have been scientifically proven to be very effective, and backed by genuine Swedish research, we are committed to developing ethical, clean products without compromise. All products from IDUN Minerals are free from talc, cyclic silicones, bismuth, PFAS and perfume (with the exception of some hair care products that contain hypoallergenic perfume), as these ingredients can cause allergies, irritation and/or prevent the skin from breathing.

We also try to avoid preservatives whenever possible to minimize the risk of irritation. The purity of the minerals is also a very important factor in preventing allergic reactions. That's why we have high demands on the quality of the minerals used in our cosmetics. The minerals are highly purified from, for example, nickel and chromium, as these metals can cause contact allergy and should be avoided as far as possible. Our powder foundation consists of 100% highly purified minerals, is inorganic and contains no water, which prevents bacteria forming.

IDUN Minerals — Simply Pure and Clean

PFAS

Our products do not contain PFAS or other harmful substances.

Highly fluorinated substances, PFAS, have long been a controversial topic. This is because these thousands of chemicals are difficult for nature to break down. According to the Swedish Society for Nature Conservation, PFAS have been shown to have negative effects on

reproduction, the immune system and the liver and are suspected of being carcinogenic.

From the start, IDUN Minerals' policy has been to exclude suspected harmful substances and to use only a few and good ingredients in the products.

IDUN MINERALS PRODUCTS CONTAIN

SUBSTANCE	AREA OF USE
CI 77491 (Red iron oxide)	Naturally occurring in the earth's crust. The CI number (Colour Index) gives the colour of the pigment. Red, yellow and black iron oxide can be mixed in different proportions to produce colour shades and imitate skin tones.
CI 77492 (Yellow iron oxide)	Naturally occurring in the earth's crust. The CI number (Colour Index) gives the colour of the pigment. Red, yellow and black iron oxide can be mixed in different proportions to produce colour shades and imitate skin tones.
CI 77499 (Black iron oxide)	Naturally occurring in the earth's crust. The CI number (Colour Index) gives the colour of the pigment. Red, yellow and black iron oxide can be mixed in different proportions to produce colour shades and imitate skin tones.
CI 77891 (Titanium dioxide)	Naturally occurring in titanium-rich minerals. A white powder/pigment used to produce whiteness and coverage in tinted cosmetics.
Mica	A mineral that gives the skin a nice even tone and illumination.
Zinc oxide	White powder/pigment extracted from the earth's crust. Produces whiteness and a comfortable feel. Zinc oxide has some antibacterial properties.
Taklon	A soft synthetic fibre that is an allergy-, environmentally and animal-friendly alternative to natural bristles.

IDUN MINERALS PRODUCTS NEVER CONTAIN

SUBSTANCE	AREA OF USE
Bismuth oxychloride	Pigment often used in mineral makeup. Bismuth can cause itching and irritation in sensitive people when the face gets warm.
Parabens	A group of controversial preservatives.
Talc	Commonly used in all types of makeup to give a soft feel, but it does block the pores.
Cyclic silicones	Used to give cosmetic products a soft feel but is controversial because of its negative health effects. Non-degradable in nature.
Nickel	A metallic element that can cause contact allergy. An allergy study has been carried out for people with documented nickel allergy. The result shows that they can use IDUN Minerals products.
Perfume	Substance that gives a pleasant smell. Usually contains some solvent such as alcohol. Perfume sensitivity is a growing problem in society today. Perfume can cause allergy and is therefore not used in IDUN Minerals' makeup and skin care. Some of the hair care products contain hypoallergenic perfume, but as the product is rinsed off and is in contact with the skin for only a short time, the allergy risk is small.
PFAS	Highly fluorinated substances that are non-degradable in nature. PFAS also have negative effects on reproduction, the immune system and the liver, and are suspected of being carcinogenic.

MAKEUP

Our makeup products are developed in close cooperation with a team of researchers and dermatologists and contain ingredients that protect and care for the skin. At the same time, we have a wide range of tones and textures to suit all skin tones and types, and occasions.

- Dermatologically tested
- Also suitable for sensitive skin
- Perfume-free



PRIMER

IRIS

Creates a smooth, silky base that helps keep makeup in place all day.

- Apply before foundation
- Contains antibacterial activated carbon
- The grey tone disappears as soon as it is applied to the skin, where it becomes transparent



Apply the primer with a Primer & Blotting Dual Sponge.

TINTED DAY CREAM

LEN

Caring and protective day cream that gives a natural glow and has a gently colour-correcting effect due to the highly purified minerals.

- 2-in-1: the best of IDUN Minerals' skin care and foundation in one product
- Contains caring and moisturizing natural oils (canola, shea and olive)
- Enriched with the protective antioxidants vitamin C and E as well as glycerine and PCA for an extra moisture boost
- Coverage 🍎 🌿 🌿 🌿 🌿



401 EXTRA LIGHT
(Jorunn, Saga)



402 LIGHT
(Freja)



403 LIGHT/MEDIUM
(Disa)



404 MEDIUM
(Svea, Siri, Ingrid)



405 TAN
(Embla, Daga, Runa)



406 DEEP
(Siv, Yrsa, Helga)



FOUNDATION GUIDE

DETERMINE YOUR SKIN TONE AND UNDERTONE

Your skin tone will vary depending on the season and sun exposure. Decide on a tone you feel comfortable with – from extra light to deep. We always recommend trying two or three foundation tones to be sure. Neutral tones suit most people. You should therefore start with one of these and then continue in the diagram.

Start using the method below:

1. FIRST TRY A FOUNDATION WITH A NEUTRAL UNDERTONE

Apply one of the neutral undertones to the jawbone. If the colour is right and blends into your skin nicely you have found the right one.

2. IF A NEUTRAL UNDERTONE IS NOT RIGHT, TRY A WARM UNDERTONE

If the neutral colour feels wrong, continue to the right in the diagram and try a warm undertone instead.

3. IF A WARM UNDERTONE IS NOT RIGHT, TRY A COLD UNDERTONE

If the warm colour feels too warm or golden, continue to the right in the diagram and try a cold one.

SKIN TONE	UNDERTONE		
	1. NEUTRAL	2. WARM	3. COLD
EXTRA LIGHT	JORUNN		
LIGHT	SAGA		
LIGHT/ MEDIUM	DISA → FREJA		
MEDIUM	SIRI → SVEA → INGRID		
MEDIUM/ DARK	YLVA → EMBLA		
OLIVE BEIGE	RUNA → SIGRID		
LIGHT BROWN		RAGNHILD → DAGA	
MEDIUM BROWN	HILDA → INGEBORG		
DARK BROWN	YRSA → SIV		
DEEP	HELGA		

POWDER FOUNDATION

MINERAL FOUNDATION

100% highly purified minerals that give a natural glow and suit even the most sensitive skin.

- Foundation in powder form. Blends into the skin when applied, leaving a silky finish without feeling powdery
- The only makeup product on the market that is recommended by the Swedish Asthma and Allergy Association
- Natural sun protection factor, SPF 15
- Coverage 



Pour into the lid and work the product into the brush.



Pour away excess product.



Work into the skin using circular movements.



For a soft and flawless result, apply powder foundation using a Kabuki brush.

					
001 JORUNN Neutral extra light	003 SAGA Neutral light	006 FREJA Warm light/Medium	007 DISA Neutral light/Medium	009 SVEA Warm medium	010 SIRI Neutral medium
					
012 INGRID Cold medium	014 YLVA Neutral medium/Dark	015 EMBLA Warm medium/Dark	019 SIGRID Warm olive beige	020 RUNA Neutral olive beige	021 RAGNHILD Warm light brown
					
022 DAGA Cold light brown	023 INGEBORG Warm medium brown	024 HILDA Neutral medium brown	025 SIV Warm dark	026 YRSA Neutral warm	027 HELGA Deep

LIQUID FOUNDATION

NORDIC VEIL

Liquid mineral foundation that provides full coverage and a matte finish without drying out the skin or clogging the pores.

- Immediate and long-lasting result
- Enriched with caring apple seed oil and moisturizing glycerine
- Provides a perfect 'porcelain skin'
- Coverage 

				
301 JORUNN Neutral extra light	303 SAGA Neutral light	306 FREJA Warm light/Medium	307 DISA Neutral light/Medium	309 SVEA Warm medium
				
310 SIRI Neutral medium	312 INGRID Cold medium	314 YLVA Neutral medium/Dark	315 EMBLA Warm medium/Dark	

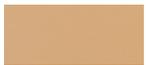


*Apply liquid foundation
Norrskan and Nordic Veil using
a Liquid Foundation Brush or
Makeup Sponge for an even result.*

NORRSKEN

Liquid mineral foundation that provides light coverage and natural glow without drying out the skin or clogging the pores.

- Weightless feeling on the skin
- Enriched with caring lingonberry seed oil, protective antioxidants and moisturizing glycerin
- Gives a healthy and natural glow
- Coverage 

					
201 JORUNN Neutral extra light	203 SAGA Neutral light	206 FREJA Warm light/Medium	207 DISA Neutral light/Medium	209 SVEA Warm medium	210 SIRI Neutral medium
					
212 INGRID Cold medium	214 YLVA Neutral medium/Dark	215 EMBLA Warm medium/Dark	219 SIGRID Warm olive beige	220 RUNA Neutral olive beige	221 RAGNHILD Warm light brown
					
222 DAGA Cold light brown	223 INGEBORG Warm medium brown	224 HILDA Neutral medium brown	225 SIV Warm dark	226 YRSA Neutral warm	227 HELGA Dark



CONCEALER

PERFECT UNDER EYE CONCEALER

Light-reflecting and moisturizing. Specially developed for the eye area.



- Covers irregularities, lightens dark circles and evens out fine lines
- Liquid, easy-to-work formula
- High coverage



EXTRA LIGHT



LIGHT



MEDIUM

DUO CONCEALER

Creamy formula in two tones that gives full coverage and a long-lasting result.

- 2-in-1: with the darker tone covering redness and irregularities. The lighter tone can be used, for example, on the area under the eye to neutralise dark circles
- Very high coverage



STRANDGYLLEN
Light



SANDLILJA
Medium



MÅNVIOL
Light brown



LÖVKÖJA
Dark



CONCEALER

Click concealer with light-reflecting properties.

- Lightens dark areas with a glowing effect
- 2-in-1: liquid concealer and applicator in the same product
- Light coverage



HAVRE
Cold, pink tone



RAPS
Warm, yellow tone

IDEGRAN

Matte, colour-corrective, green concealer in powder form, 100% highly purified minerals.

- Neutralizes redness, superficial blood vessels and rosacea/acne
- Use on specific areas or mix with powder foundation
- High coverage



IDEGRAN



The Concealer Brush can be used to apply all our concealers.

POWDER

PIGMENTED POWDER

Fixes makeup and provides extra coverage for your foundation.

- Adapt the tone to your foundation
- Can also be used for touch-ups during the day



LJUVLIG
Light neutral



VACKER
Light warm



UNDERBAR
Medium



FANTASTIK
Tan



MAKALÖS
Medium dark



OTROLIG
Dark

TRANSPARENT POWDER

Fixes makeup and provides extra coverage for your foundation.

- Transparent, can be used with any foundation tone, suits all skin tones
- Can also be used for touch-ups during the day



TILDA
Transparent
Provides glow/highlighter



TUVA
Transparent
matte



TORA
Fixating
(100% highly purified
minerals in powder form)



The Powder Brush makes it easy to apply the powder all over the face and neck.



BRONZER

Creates a sun-kissed look and is used to do contouring.



MIDNATTSSOL
Natural glow



SOMMARDRÖM
Natural, matte finish



*Use the Blush/Bronzer Brush to
apply blush and bronzer.*

BLUSH

Gives the cheeks freshness and defines the cheekbones.



TRANBÄR
Light pink



ÅKERBÄR
Coral



HAVTORN
Brown pink



SMULTRON
Peach pink



HALLON
Rose pink



MASCARA

Lengthening, thickening and/or waterproof mascaras that also care for the lashes. Intensify and protect, and ophthalmologically tested for sensitive eyes.



MAGNA
Maximum volume in just a few strokes.



MAGNA LENGTHENING
Extra-long, separated and full lashes.



GULL
Volumizing mascara for full lashes.



SILFR BLACK
Classic lengthening mascara in black.



SILFR BROWN
Classic lengthening mascara in brown.



EIR
Maximum volume, buildable formula.



EIR CURLING
Curly lashes with classic volume.



EIR WATERPROOF
Volume and water-proof up to 38° C.



VATN
Lengthening and water-proof up to 38° C.



EYESHADOW

Easy-to-apply, high-pigment eyeshadows in matte and shimmering shades. Apply with a damp eyeshadow brush for a more intensive result.



For best results, try one of our eyeshadow brushes.

EYESHADOW PALETTES



NORRLANDSSYREN



VITSIPPA



LAVENDEL



LEJONGAP



BRUNKULLA

SINGLES EYESHADOWS



PRÄSTKRAGE



KUNGSLJUS



HASSEL



KASTANJ



NÄCKROS

EYESHADOW PRIMER

Mattifying primer that makes your eyeshadow stay in place longer if you have oily eyelids.



NÄSTROT



FÖRGÄTMIGEJ



PION



FJÄLLSIPPA

EYESHADOW / HIGHLIGHTER

Highlighter under the eyebrow and on the cheekbone gives a fresh look.

EYELINER & INLINER

Eyeliners are used to frame and intensify the eye area. The eyeliners have a creamy formula that is easy to work with. The liquid eyeliners have fine tips for a defined result. All eyeliners are ophthalmologically or dermatologically tested.

EYELINER



HAV
Blue

ASKA
Grey

JORD
Brown

LAVA
Black



SHARPENER & ERASER

All creamy eyeliners have a built-in pencil sharpener and an eraser for unwanted effects.



INLINER — SAND

Beige inliner that is best applied at the waterline. Gives the impression of large, bright eyes.



LIQUID EYELINER — KOL

The fine applicator makes it easy to create thin, defined lines or broad dramatic contours. Waterproof.



LIQUID EYE PEN — BLÄCK

The defined eyeliner and intense formula make it easy to follow the shape of the eye for a glamorous result.

EYEBROWS

EYEBROW PENCIL

Defines and intensifies the eyebrows. The built-in brush allows you to create a more natural look.



PERFECT EYEBROWS

Gel that adds colour, shape and stability to the eyebrows. Easy to apply with the convenient little brush.



LIPSTICK

MATTE LIPSTICK

- Enriched with moisturizing Nordic cloudberry oil and vitamin E
- Pigmentation 🍓🍓🍓🍓🍓



CREME LIPSTICK

- Enriched with moisturizing Nordic cloudberry oil and vitamin E
- Pigmentation 🍓🍓🍓🍓🍓



LIP CRAYON

LIP CRAYON

- A hybrid between lipstick and lip liner
- Enriched with moisturizing Nordic cloudberry oil
- Pigmentation 🍓🍓🍓🍓🍓



The Eye/Lip Definer Brush can be used to apply all our lip products.

LIP GLOSS

- Enriched with moisturizing Nordic cloudberry oil and vitamin E
- Pigmentation 🍷🍷🍷🍷🍷



ASTRID



FELICIA



CORNELIA



LOUISE



CHARLOTTE



RONJA



AGNES



JOSEPHINE



ANNA



MARY



MARLEEN



VIOLETTA



LIP LINER

- Gives intensive, matte colour to the lips and keeps lipstick in place
- Enriched with jojoba oil and coconut oil
- Pigmentation 🍷🍷🍷🍷🍷



SHARPENER & ERASER

Lip liners have a built-in sharpener and eraser to help create sharp or soft natural lines.



BIBI



ANITA



HARRIET



GRETA





NAIL POLISH



- Durable formula with a shiny finish
- The '5-free' formula means that the nail polish is free from several hazardous ingredients that otherwise tend to be found in nail polish
- Enriched with moisturizing almond oil



KRISTALL
Base coat



DIAMANT
Top coat



BRILLIANT
Quick-drying
Top coat



ROSENKVARTS



STJÄRNSAFIR



CINNOBER



ALMANDIN



OBSIDIAN



AMETRIN



AZURIT



TURMALIN



BERGSKRISTALL



KARNEOL



TOPAS



KORALL



RUBIN



JASPIS



MARMOR



KALKSTEN



SANDSTEN



OPAL



GRANIT



GRANAT

NAIL CARE



NAIL HARDENER

- The nails become more resistant, are strengthened and feel stronger
- Smooth, shiny surface
- Prevents nails breaking or flaking



NAIL OIL

- Cares for nails and cuticles
- Enriched with sweet almond and lemon oil
- Prevents the nails from breaking or flaking

BRUSHES & MAKEUP SPONGES

BRUSHES — FACE



LIQUID FOUNDATION
For applying liquid foundation. The angled design of the brush allows you to reach all areas.



STIPLING
For applying powder and cream products. The different lengths of the bristles give an HD result (high definition).



KABUKI
Extra dense for applying powder products. Perfect for powder foundation.



RETRACTABLE KABUKI
For applying powder products. Perfect when traveling or in the handbag.



POWDER
Extra-large brush for applying powder products.



CONCEALER
Small, convenient brush for applying concealer.



FACE DEFINER
For applying highlighter and contouring.



BLUSH/BRONZER
For applying blush and bronzer.



MAKEUP SPONGE
For applying liquid foundation and concealer, works damp or dry.



PRIMER & BLOTTING DUAL SPONGE
2-in-1: for applying primer and to remove excess oil during the day.

BRUSHES — EYES



EYESHADOW
For applying eyeshadow to the whole eyelid



PRECISION EYESHADOW
For applying eyeshadow with a more defined result.



BLENDING
Used to shade, tone and mix eyeshadows.



EYE/LIP DEFINER
For applying eyeshadow to small areas, the eyebrows and lip products.

BRUSH CLEANING

BRUSH CLEANER

Fast-drying brush cleaner used to keep brushes clean and fresh between uses.



Spray the cleaner onto a tissue.



Wipe over the wet area until all the make-up has been removed from the brush.



SKINCARE

Our skincare range is made from the purest ingredients for effective results and to keep the skin balanced. Developed to be suitable also for sensitive skin. The skin care routine has three steps — (1) cleansing, (2) serum and (3) moisturizing creams. The products contain the skin's own moisture binders and are enriched with vitamins and minerals, substances found naturally in apples.

- Unisex
- 100% vegan
- Dermatologically tested
- Perfume-free



CLEANSING



Normal / oily skin

CLEANSING FACE & EYE MOUSSE

Effectively removes impurities and makeup, leaving the skin moisturized.

- Removes even waterproof makeup
- Contains the skin's own moisture binders, glycerine and PCA
- Gently exfoliating thanks to the AHA from apples



Normal / dry skin

CLEANSING FACE & EYE LOTION

Carefully removes impurities and makeup, leaving the skin balanced.

- Removes even waterproof makeup
- Contains the skin's own moisture binders, glycerine, PCA and niacinamide
- Nordic canola and oat oil have a calming effect on red and irritated skin



All skin types

MOISTURIZING CLEANSING MICELLAR WATER

Gently removes the last remains of impurities and makeup, leaving the skin fresh.

- Also works as a face mist for an extra moisture boost during the day
- Contains the skin's own moisture binders, glycerine, PCA and malic acid
- Anti-pollution effect with the antioxidant vitamin C



All skin types

SMOOTHING FACE SCRUB

Deep cleansing and removes dead skin cells, leaving the skin renewed and smooth.

- Exfoliating scrub gives the skin new glow
- Granules from natural silica remove dead cells, and AHA from apple contributes to mild peeling



Sensitive skin

GENTLE FACE PEELING

Carefully dissolves dead skin cells and leaves the skin silky smooth.

- Chemical enzyme peeling that helps the skin renew itself at the same time as it moisturizes
- Can be used overnight as a night mask
- Contains AHA from apples and a natural enzyme that removes dead skin cells and gives the skin lustre

SERUM

Dry skin

OIL SERUM

Intensive moisturizing and nourishing, giving glow to the skin.



- Consists of strengthening and calming oils from canola, oats, olives and shea that counteract red, irritated skin
- Contains the antioxidant vitamin E
- Use alone or add a couple of drops to your day/night cream for a richer effect

All skin types

RICH MOISTURE SERUM

Moisturizing effect. Strengthens and restores the skin.



- A moisture boost that is quickly absorbed by the skin
- Contains hyaluronic acid, which counteracts dryness, matte areas and fine lines
- Enriched with niacinamide (vitamin B3) that strengthens and repairs the skin barrier



MOISTURIZING

Normal/combined skin

MOISTURIZING DAY CREAM

Protects and moisturizes the skin.



- Vitamin E, C and folic acid counteract external stress
- Enriched with caring and protective Nordic canola and oat oil and contains the skin's own moisture binding glycerine and PCA and minerals that keep the skin balanced
- Cocoa and shea butter leave the skin soft

Dry skin

ENRICHED DAY CREAM

Protects and moisturizes the skin intensively.



- Vitamin E, C and folic acid counteract external stress
- Enriched with caring and protective Nordic canola and oat oil and contains the skin's own moisture binding glycerine and PCA and minerals that keep the skin balanced
- Cocoa and shea butter leave the skin soft
- Extra rich formula, strengthened with hyaluronic acid



All skin types

MOISTURIZING EYE CREAM

Gently strengthens the skin with essential moisture.



- Canola and oat oil provide moisture and vitality
- Olive and shea oil have a light consistency adapted to the sensitive area around the eyes
- Enriched with niacinamide and folic acid that restore and repair the skin

All skin types

RICH NIGHT CREAM

Nourishes and strengthens the skin barrier.



- A rich night cream with cocoa and shea butter that improve the skin's elasticity and keep the skin balanced
- Enriched with caring oils from nature, including canola, which is rich in the antioxidant vitamin E
- Contains niacinamide and minerals that have a restorative effect





3
Rich
Night Cream
*Dermatologist tested
Developed for sensitive skin
Fragrance free*

IDUN
MINERALS

IDUN
MINERALS

1
Cleansing
Face & Eye Lotion
*Dermatologist tested
Developed for sensitive skin
Fragrance free*

IDUN
MINERALS

2
Oil Serum
Hydration Booster
*Dermatologist tested
Developed for sensitive skin
Fragrance free*

IDUN
MINERALS

3
Moisturizing
Day Cream
NORMAL/COMBINED SKIN
*Dermatologist tested
Developed for sensitive skin*

IDUN
MINERALS

1
Gentle Face
Peeling
Mask
*Dermatologist tested
Developed for sensitive skin
Fragrance free*
EXFOLIATING & HYDRATING MASK



All skin types

MOISTURIZING FACE MASK

Intensively moisturizing and allows the skin to recover from external stress.

- A creamy mask that cares for and protects with oils from nature (canola and oat)
- Enriched with niacinamide, which strengthens the skin barrier, and panthenol that calms and helps the skin recover. Also contains hyaluronic acid together with glycerine and PCA, intensively moisturizing the skin
- Can be used overnight as a night mask for an intensive moisture boost



All skin types

LIP BALM

Protects, softens and moisturizes dry areas.

- For dry lips and other areas that need extra moisture and care
- Contains oils from canola, oats, shea and olives for a calming, protective and moisturizing effect
- Enriched with sunflower wax for extra caring and restoring effects

HAIRCARE

IDUN Minerals haircare has been developed with consideration for people, animals and nature. The products are free from ingredients that can harm people and the environment and contain carefully chosen ingredients that give healthy and beautiful hair without irritating the skin or scalp.

- Unisex
- 100% vegan
- Dermatologically tested



SHAMPOO & CONDITIONER



VOLUME & CARE SHAMPOO & CONDITIONER

- Shampoo and conditioner that give extra volume to the hair and care, soften and moisturize extra thin hair without weighing it down
- Contains caring ingredients such as vegan pea protein, vitamins B and E, malic acid and extract of apple stem cells
- Hypoallergenic perfume with scents of summer and sea breeze



REPAIR & CARE SHAMPOO & CONDITIONER

- Shampoo and conditioner that repair, strengthen and protect damaged hair
- Contains caring ingredients such as betaine, sunflower extract, vitamins B and E, malic acid and extract of apple stem cells
- Hypoallergenic perfume with scents of summer and sea breeze



BALANCE & CARE SHAMPOO

- Deep-cleansing shampoo with a long-lasting fresh feel, helps to keep the scalp and hair balanced
- Contains caring ingredients such as vitamin B, malic acid and extract of apple stem cells
- Hypoallergenic perfume with scents of summer and sea breeze

DRY SHAMPOO



REFRESHING DRY SHAMPOO

- The first dry shampoo on the market with the Nordic Swan Ecolabel
- Effective, gentle and transparent dry shampoo that suits all hair colours
- Rice starch gives the hair natural volume and makes it easier to style
- Vitamin B protects and strengthens the hair
- Perfume-free

HAIRCARE TREATMENT



DEEP MOISTURE HAIR MASK

- Intensive, caring hair mask enriched with malic acid, pea protein, shea oil and extract from apple stem cells
- Repairs, restores and provides extra care for damaged hair and strengthens hair against breaking and split ends
- Hypoallergenic perfume with scents of summer and sea breeze



LEAVE-IN TREATMENT SCALP & HAIR

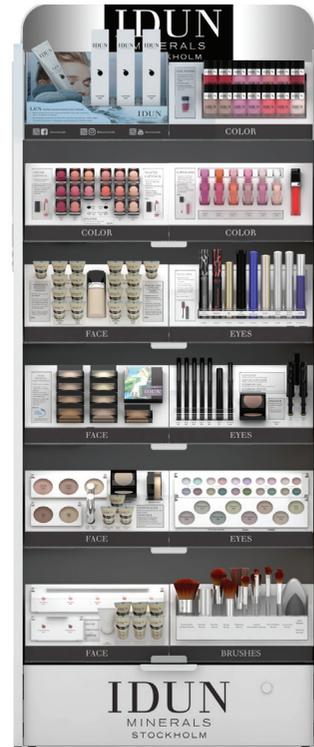
- Leave-in spray that gives intensive moisture and care to the hair and scalp and counteracts a dry and irritated scalp
- Contains caring ingredients such as shea oil, vitamins B and E, malic acid, pea protein and extract of apple stem cells
- Perfume-free

PRODUCT DISPLAYS



MERCHANDISING UNIT

90 cm



MERCHANDISING UNIT

60 cm

IDUN
MINERALS