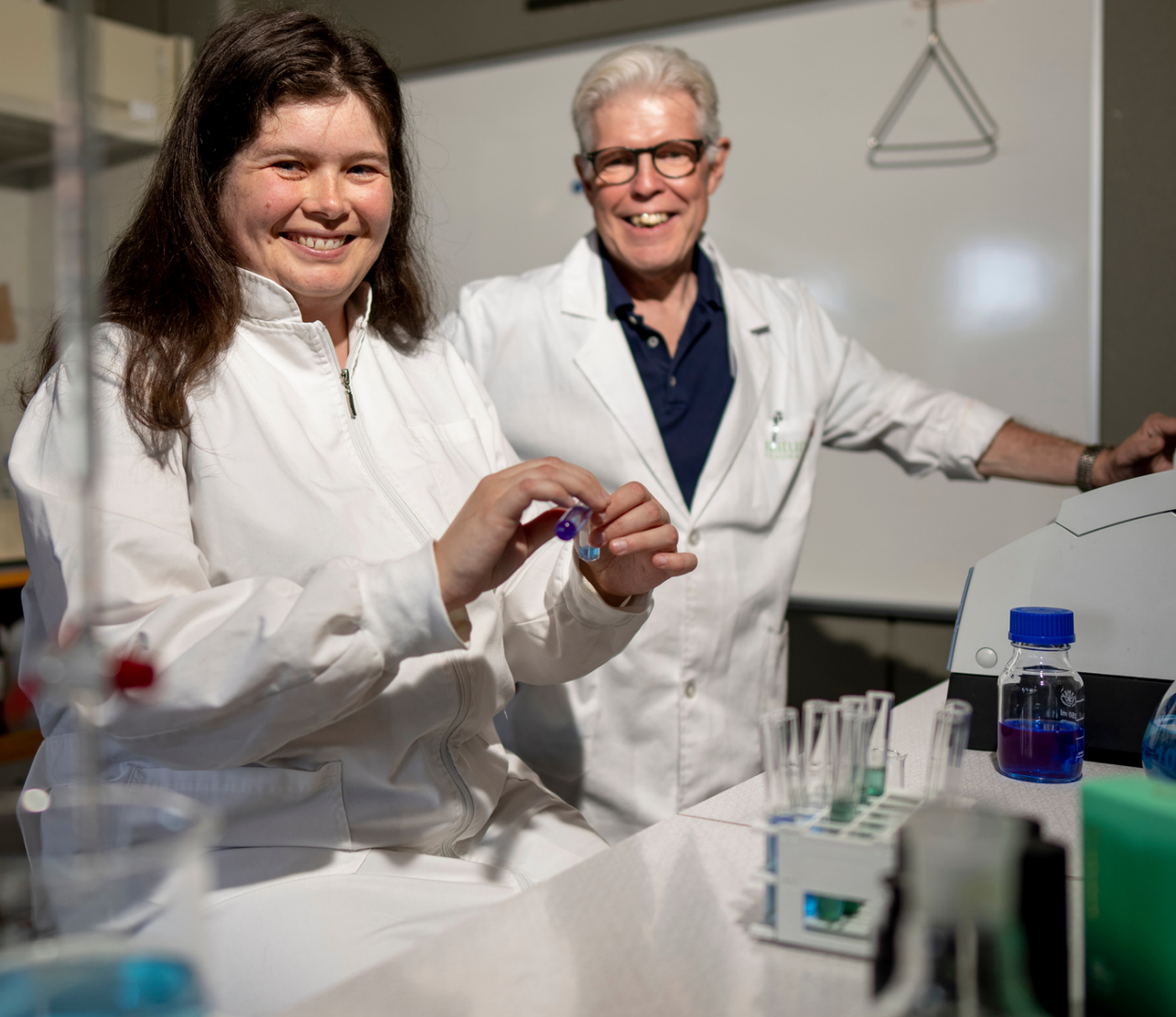


TARAMAR

ARCTIC NATURE - YOUR TRUE BEAUTY



THE FIVE LAYERS OF UNIQUENESS

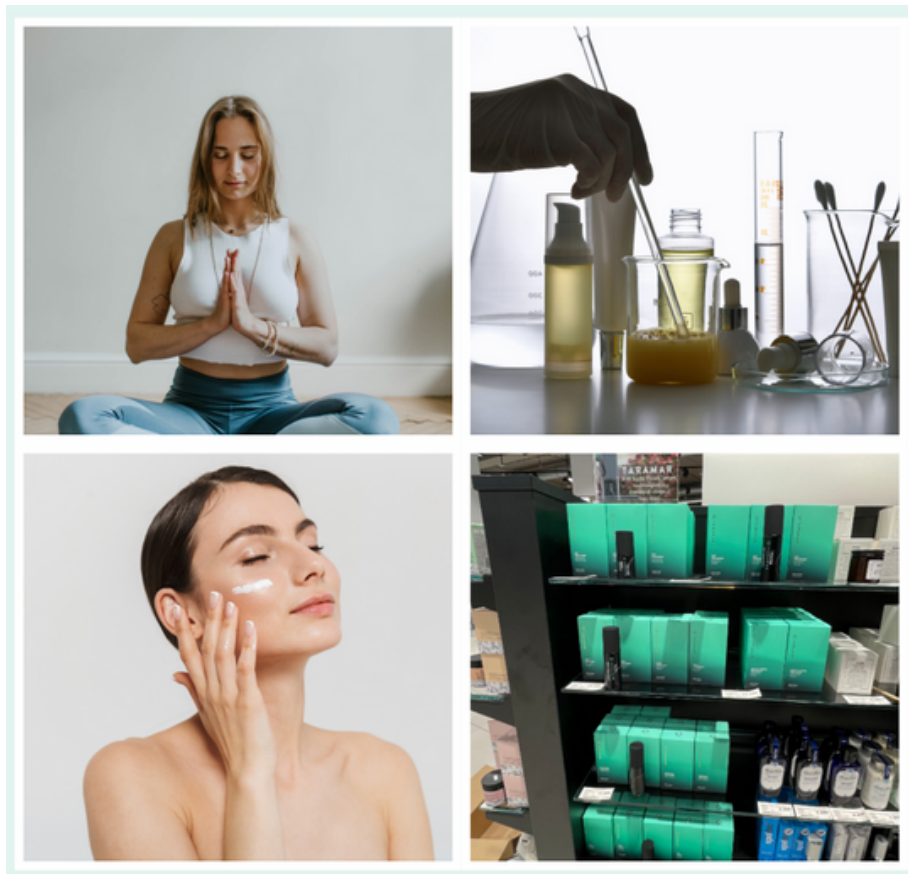


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TARAMAR ehf, Midnestorg 3, 245 Sudurnesjabaer, Iceland
info@taramar.is; www.taramar.com

TARAMAR'S MISSION

At TARAMAR, we are on a mission to revolutionize the world of cosmetics and offer an alternative solution in skincare for the globally conscious. We understand the importance of using safe and pure ingredients that are free from harmful chemicals, toxins, and preservatives. We believe that everyone should have access to products that are made with only the best ingredients possible. Our goal is to provide a safe and natural skincare solution for everyone who wants to look and feel their best.



IMAGINE A SKINCARE SO PURE YOU CAN EAT IT

In TARAMAR we have replaced all controversial and potentially harmful ingredients with pure natural compounds from the Icelandic nature. The only thing that touches your skin are pure potent ingredients with proven bioactivity. For each product, we harvest Icelandic seaweed and organically grown herbs nurtured in volcanic ash, to create safe, effective skincare that works with nature and communicates with your skin at a deep cellular level, leaving it healthy, resilient, and radiant.



DAILY ROUTINE

After a morning cleanse with luke warm water



STEP 1 - THE SERUM

- Increase moisturize
- Lessen fine lines
- Reduce wrinkles
- Correct and increase collagen density



STEP 2 - DAY TREATMENT

- Reboost cellular energy
- Promote mild cellular detox
- Increase skin elasticity
- Improve complexion and skin tones



STEP 3 - PURIFYING TREATMENT

- Purify and cleanse the skin
- Reduce oxidation and promote cellular detox
- Promote glow and radiance
- Improve natural skin tone



STEP 4 - NIGHT TREATMENT

- Increase moisturize
- Strengthen and increase collagen
- Reconnect skin layers
- Strengthen, firm and soften



TARAMAR is
made to heal and
reform your skin

27 INTERNATIONAL AWARDS

TARAMAR BEST ORGANIC BEAUTY BRAND 2020 & 2021

Global Makeup Awards Scandinavia and UK



We have
harnessed the
power of the
Icelandic
nature



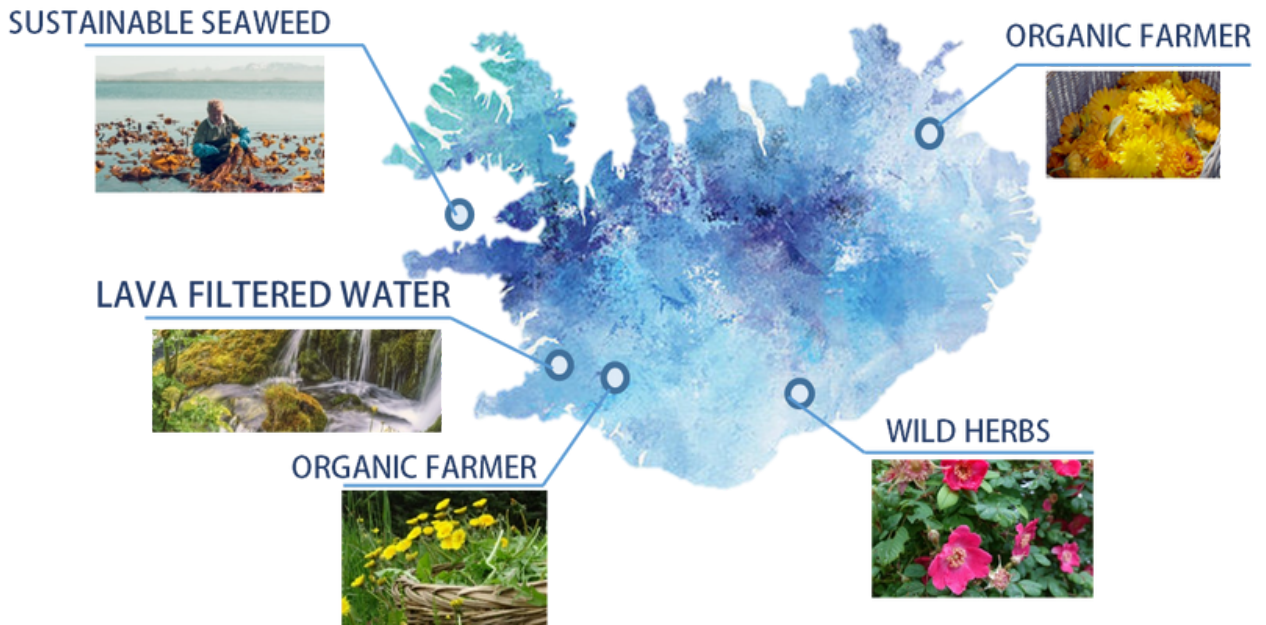
5 LAYERS OF UNIQUENESS

1. The Volcanic garden, glacial minerals & volcanic ash
2. The Science and ingenious skinactives, ArcticComplex®
3. The lava filtered MolekularWater®
4. The Harmonic performance and natural frequencies
5. The Ultimate Purity and benevolent ingredients



1. THE VOLCANIC GARDEN

The TARAMAR ingredients come from all corners of our pristine island. The seaweed is collected by hands and the wild and organic herbs are nurtured in rich pesticide free soil supplemented by volcanic ash.



The potency of the bioactive ingredients is strengthened by short and cold growth season (only 3 months) and the midnight sun ensuring light day and night in this arctic environment.





Our unique source of ingredients enables us to design and protect the whole block chain from the farmer to the finished product. In our block chain we strive to avoid plastic containers, all toxics (no fungicides, pesticides, or roundup) and most if not all synthetics have been replaced with natural ingredients.

We use only geothermal energy and hydropower of renewable sources and as we use no polluting chemicals we are proud to say that technically you can drink the runoff from our factory.

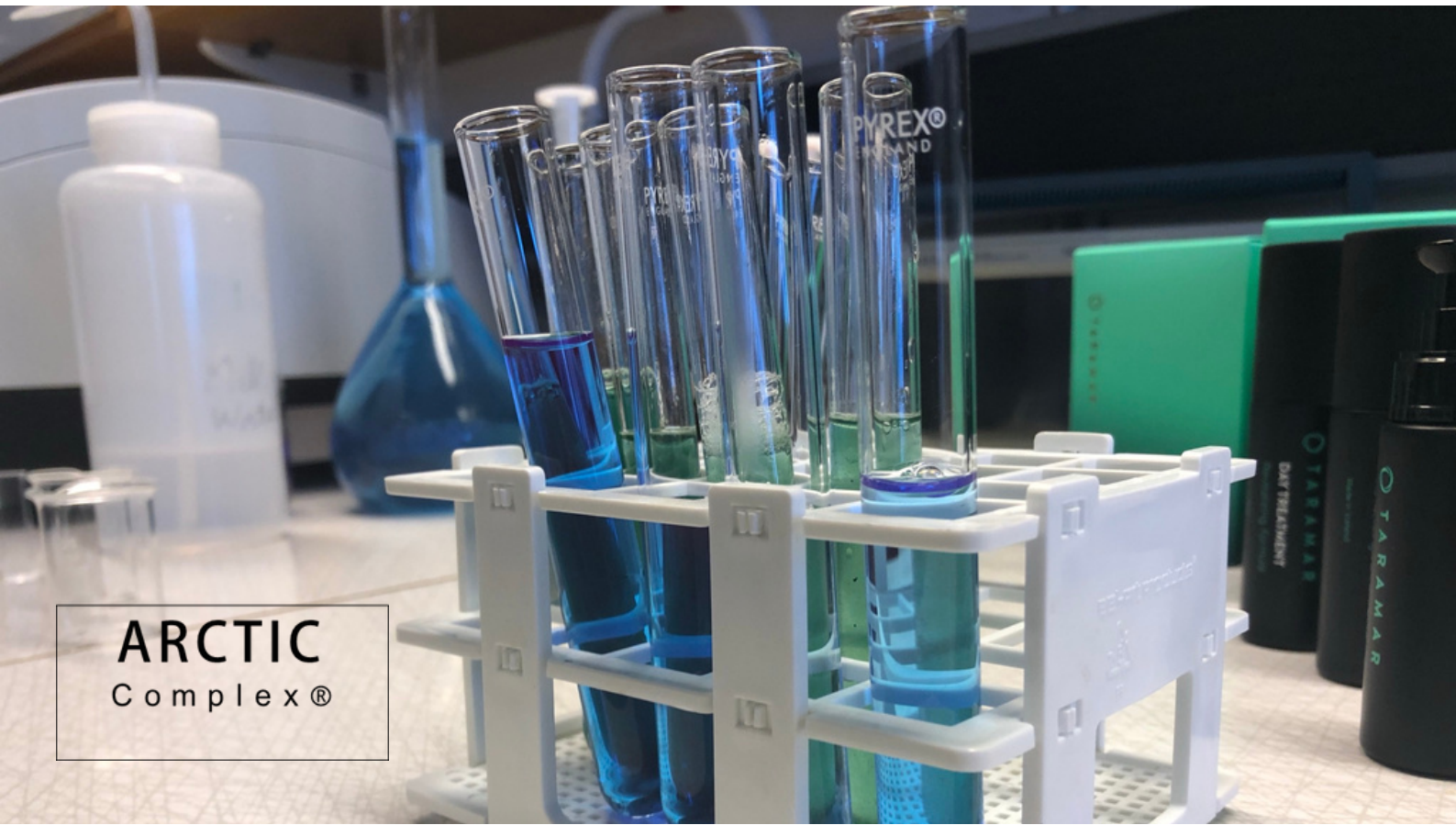


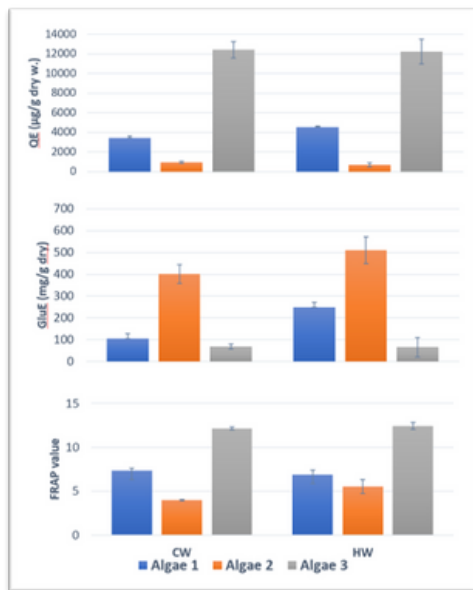
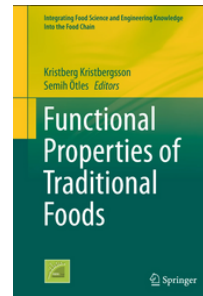
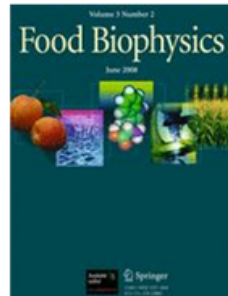
2. THE SCIENCE

Using innovative research methods such as life cell models and more conventional technologies to evaluate polyphenols, flavonoids, oxidation and enzyme inhibitions we found that our infused extractions from herbs and seaweed contain powerful skin modulating compounds that have the ability to halt free radicals, firm the skin, lessen inflammation, improve health of dermal cells, absorb UV radiation and stop enzymatic breakdown of the collagen and elastin matrices.



ARCTIC
Complex®





Our science has been conducted at University of Iceland and in collaboration with Universities in USA and Europe. We have participated in many International Research Projects and received a number of awards for innovation as well as the Seal of Excellence from the European Union on 5 different occasions

Anti-oxidant and phenol values of three seaweed species



3. THE LAVA FILTERED WATER

The water we use in the TARAMAR products is more than 1000 years old. It is the same water that fell to earth as precipitation when the Vikings migrated over to Iceland. During this eon of time, it has gradually filtered through Earth strata and volcanic rock, to emerge back on the surface, crystal clear and amazingly vibrant.

Recent research on ionic structures of water have shown that water exists in many states and bioavailability of water may vary depending on these ionic structures.

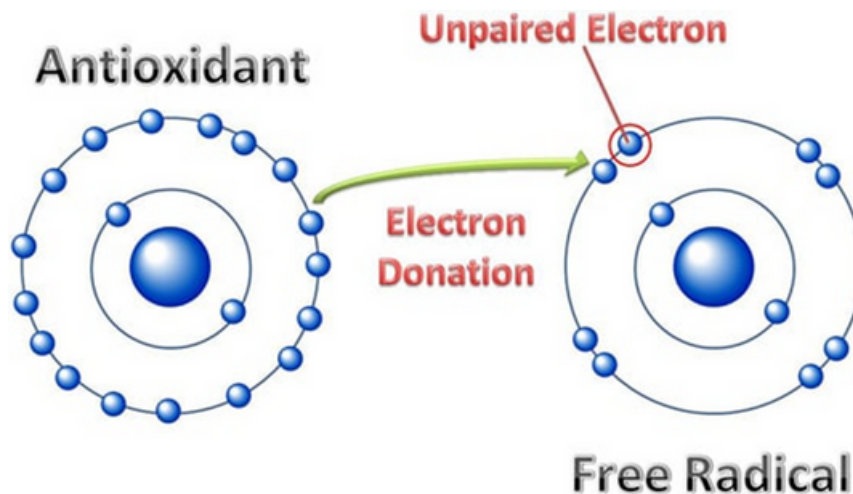
To increase bioavailability of our water we designed an ingenious natural method to reconstruct all water that is used in the TARAMAR products. We start with the crystal pure lava filtered water and with the means of physical stimulation (no chemicals added) we construct amazingly vibrant water that we have entitled “The MolekularWater®”.



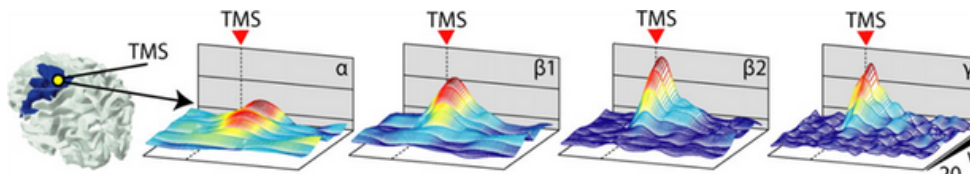


4. THE HARMONIC PERFORMANCE

To create a synergic and harmonic product based on natural ingredients one needs to understand the Natural Frequencies specific for each compound.



In the TARAMAR products, the ingredients are assembled so as to create a synergist flow of vibrations. This way, the different ingredients work together instead of creating opposite forces and chaotic energies that can irritate the electronic balance of the skin.



All objects have a natural frequency or set of frequencies at which they naturally vibrate

MOLEKULAR
WATER®



5. THE ULTIMATE PURITY

We have invented solutions that replace all toxic chemicals in skincare with edible herbs, seaweed, vegetables and fruits.

Using our patent pending technology NoTox® we are able to boycott all conventional preservatives as well as all other cruel chemicals



Ultimate purity is the number one requirement needed to achieve harmonic effects in skincare formulation

NoTox®
TECHNOLOGY

TARAMAR is
made from food
grade ingredients
Safe for body
inside - out



PROTECT THE TREASURE

All natural compounds, both in food and skincare, gradually lose the functionality based on the bioactivity of the compounds. As an example, studies on olive oil have confirmed that the functional ability of the oil due to bioactives (carotenoids, phenols, and chlorophylls) is severely reduced after 12 months. In the cosmetic world, due to rough handling and incorrect management of the natural resources, this phenomenon is even more pronounced. Most skin care is made from cheap ingredients that are often old and of a low potency.

In TARAMAR it has been our mission to develop technology and methods to preserve the bioactivity of the natural compounds throughout the value chain. From seeding to storage and transport and from extraction to formulation.

The outcome is awesome and possibly quite unique. Every step of the way is guarded and protected to avoid all plastic, pesticides, overheating, moisture and harmful chemicals. Our dehydration technology is fine tuned to maintain the natural frequencies and anti-oxidant level of the dried plants is startling.

At the same time, we only promise full functionality for the first 12-16 months. After that the natural fragrances decline, and the bioactive properties are reduced.



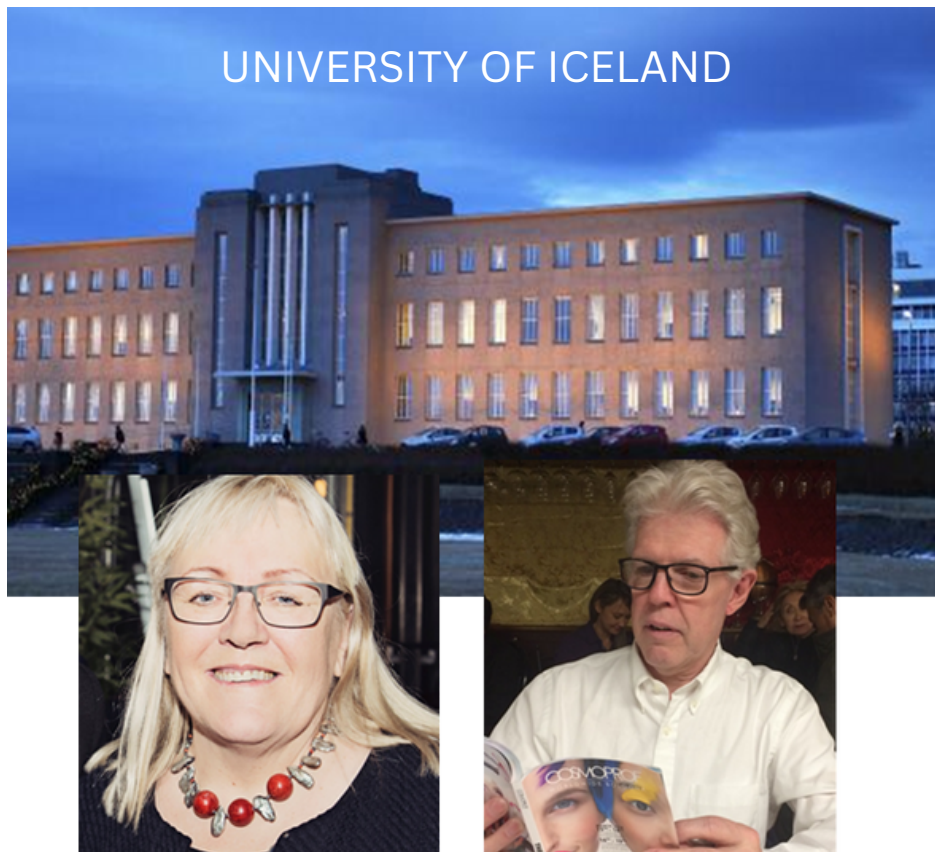


TARAMAR
DAY TREATMENT
Revitalizing formula
Made in Iceland

TARAMAR
NIGHT TREATMENT
Reforming formula
Made in Iceland

TARAMAR
PURIFYING TREATMENT
Cleansing formula
Made in Iceland

THE FOUNDERS



Dr. Gudrun Marteinsdóttir
Professor at Life &
Environmental Sciences

Dr. Kristberg Kristbergsson
Professor at Food Science
and Nutrition

The founders of TARAMAR Dr. Gudrun Marteinsdottir and Dr. Kristberg Kristbergsson established TARAMAR Ltd in 2010 to channel their long term research and experience into a commercially viable enterprise. Transferring more than 20 years of research outputs from Marine and Food Science into skincare, they developed a unique skincare brand that is 100% toxic free with an ability to reshape skin and improve dermal health.

PRESS RELEASE

NORDIC STYLE MAG

Behind The Scenes Of An Icelandic Skincare Innovation | 4/8/2022
Less +
Join this episode of the Nordic Natural Beauty Podcast, where 10 of Taramar - an award-winning skincare brand from Iceland, its cosmetics of Taramar as well as the research behind the series. You can follow Taramar on Instagram, and Facebook and find more at Duration: 00:46:46

16/12/2020 - 15:17

Awards for cosmetics based on research at the University of Iceland

WOLF & BADGER
The world's best independent beauty
Magazine / Content
Created: 2021/12/29
WHY DID A PROFESSOR OF FISHERY SCIENCES BECOME A SKINCARE ENTREPRENEUR?
By Gabriela Marinova



SKINCARE

Radiating results

Allow us to introduce Taramar Beauty. Radiate your skin with pure and aging skincare from the pure waters of Iceland. The mightiest water, founder of the brand, Gabriela Marinova, CEO at Taramar and Taramar Beauty, to find out the story behind the brand and how it can transform your skin.



6 TARAMAR products are technically edible



Real for the skin
When Gabriela Marinova, founder of Taramar, decided to create a skincare brand, she knew it had to be different. She wanted to create a brand that was not just about the products, but also about the story behind them. She wanted to create a brand that was not just about the products, but also about the story behind them.

Lotions & Potions: Your Guide To Icelandic Skincare

Published April 6, 2018

Taramar - one of our judges favourites in the 2020 Scandinavian Global Makeup Awards



Editor's Makeup Newslash
Makeup Newslash is a magazine dedicated to the beauty industry. It features the latest news, trends, and product reviews. It is a must-read for anyone interested in the beauty industry.

mbi.is | Iceland monitor
LATEST CULTURE POLITICS NATURE FOOD OPINION WEAT

Culture and Living (mbi) Tue 20 Oct 2015 | 13:55 GMT

Secrets of the sea: skin products pure enough to eat



The pure depths of the Icelandic ocean, a source of bio active ingredients that form part of the innovative new Taramar range of skin products. By: Vigdis Aronson

Pure Ebb



The Taramar and wonders of the sea
When Gabriela Marinova decided to create a skincare brand, she knew it had to be different. She wanted to create a brand that was not just about the products, but also about the story behind them. She wanted to create a brand that was not just about the products, but also about the story behind them.



TARAMAR: NATURAL, PURE SKIN PRODUCTS

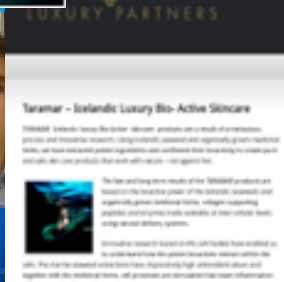
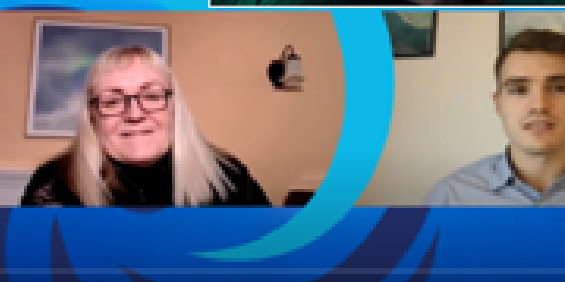
EDITORIAL | 16 JULY 2018 | ARTICLES | BUSINESS | ICELANDIC TIMES | JOURNALISM MAGAZINE | NEWS



GLOBAL MAKEUP MAGAZINE

What is S-Beauty?

Scandinavia Winners Showcase



Taramar - Icelandic Luxury Bio-Active Skincare

Taramar Beauty is the first skincare brand to create a range of natural, pure and innovative skincare products. The brand is based on the pure waters of Iceland, the mightiest water, founder of the brand, Gabriela Marinova, CEO at Taramar and Taramar Beauty, to find out the story behind the brand and how it can transform your skin.



BELLE BELLE BEAUTY

TARAMAR ICELANDIC SKIN CARE





taramar.com
taramar.co.uk