



TARAMAR

— Icelandic Purity for Your Skin

TARAMAR is an Icelandic skincare brand that has opened a stylish boutique at Hafnartorg, in the heart of Reykjavik. The products are the brainchild of Guðrún Marteinsdóttir (Rúna), a professor at the Faculty of Life and Environmental Sciences at the University of Iceland, and her husband, Dr Kristberg Kristbergsson, professor emeritus in food science at the same university.

TARAMAR was founded in 2010 when the couple, Rúna and Kristbergur, decided to utilize their over 30 years of scientific experience, in marine ecology on one hand and food science on the other, to develop 100% toxin-free, natural, and organic skincare products. “When I was in my fifties, I started noticing certain signs of aging on my own skin,” Rúna explains. “I wasn’t actually looking for a new project, being a full-time professor at the University of Iceland. However, I was searching for a good moisturizer, that could protect the skin against the elements while I was out at sea,” she says with a smile.

That’s how it came to be that the scientist Guðrún – or Rúna, as she’s always called – who spent most of her career as a professor in fishery-related fields, became an entrepreneur, founded a company, and used her knowledge to produce top-quality skincare products.

Where the Universal Mother and the Ocean Meet

The name TARAMAR is a combination of the word “Tara,” which refers to the universal mother, goddess of compassion, love, and healing, and “Mar,” meaning the

ocean. TARAMAR thus signifies both the eternal feminine and the power of the sea.

“It’s interesting to mention that when I was on expeditions as a specialist with the Marine Research Institute, I was in close contact with fishermen. They told me how they used marine resources to stay energized, boost their strength, and protect themselves against harsh conditions and the cold. I found all of this very fascinating,” Rúna explains. “It was during this time that my ideas first began to take shape. When TARAMAR was created, my focus was primarily on marine resources and bioactive compounds from the ocean.”

Superfood for the Skin

TARAMAR began as a hobby but quickly snowballed into a serious project where no expense was spared. An immense amount of time, a total of 8 years, was devoted to deep thinking, research, and experimentation to develop top-quality skincare products using only the best available ingredients. “I sometimes compare TARAMAR to handcrafted Persian rugs, where every



little detail is carefully crafted to create a high-quality product, with natural ingredients coming together in perfect harmony like a flawless symphony. This product is truly unique in the market and completely different from the mass-produced items that flood today’s market.”

According to Rúna, TARAMAR’s uniqueness lies in its ingredients and purity, as the products are entirely free from chemical substances and other toxins. “Our products are among the very few globally that provide anti-aging protection while being 100% free from harmful and toxic substances for the skin and body,” says

Rúna. “The development is based on long-term research in food science on superfoods, so you could say that our products are more like food than typical skincare products. They truly are a superfood for the skin,” she adds. The products are based on research conducted at the University of Iceland and Rutgers University, dating back to 1980. “Additionally, the products are lovingly handcrafted here in Iceland, and we are one of the few Icelandic skincare brands that truly manufacture their products in Iceland, using the finest pure Icelandic ingredients along with high-quality ingredients from other parts of the world.”

Innovation for the Benefit of the Skin

Given that the entrepreneurial couple behind TARAMAR have backgrounds in science and long-term research, it’s no surprise that the development of their products follows the same principles, as Rúna explains.

“Our long-term research and development have enabled us to create powerful natural extracts, Arctic Complex, which can truly transform and heal the skin. To achieve 100% purity and synergic vibration of the formula we invented a new technology, NOTOX, that we have patented. This method involves a unique technique to create skincare products that make it possible to avoid all harmful substances by replacing all synthetic and toxic ingredients with organic herbs, algae, vegetables, and fruits.” TARAMAR has also conducted long-term research on the condition of water and its interaction with antioxidants from natural compounds. “The results have allowed us to optimize water for better absorption through the skin. This technique, Molecular Water, is also a registered trademark.”

From the very beginning, Rúna’s vision for the skincare products has been clear. “Everything we produce is entirely free from all toxins and harmful substances, pesticides, fungicides, and herbicides. These substances are present in most skincare products, often without being listed in their ingredients. TARAMAR products are completely sustainable and 100% safe for the environment.”

General Skin Care and Protection Against Issues

According to Rúna, TARAMAR products are suitable for everyone—children, teenagers, adults, and seniors. “Our research



Guðrún Marteinsdóttir

shows that in all cases, people notice significant changes with use and experience that their skin becomes stronger, healthier, and more beautiful,” she points out. “Women have even told us that they stopped using

includes major product launches in New York and Dubai. Sverrir Viktorsson, who manages TARAMAR’s marketing in Dubai and New York, will be traveling extensively to promote TARAMAR this fall and establish our presence in these markets.

“There is constant product development happening with us. We are expanding our range and will soon be offering hair products, deodorants, spa products, and more.” The latest products from TARAMAR include Mist Treatment, Exfoliator, Gel Masks, shampoo, and hair serum.

“We want to offer the market a wide range of pure and safe products because we believe everyone should have access to



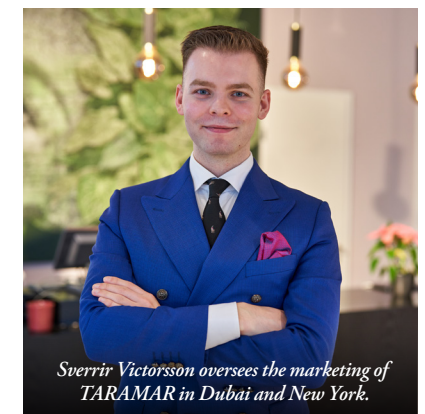
foundation and other products because their skin became so beautiful that there was no need to add anything. Nothing compares to clear skin that radiates health.”

At the same time, TARAMAR products have beneficial effects in repairing and improving specific conditions, such as persistent acne, rosacea, dry skin, sagging skin, pale skin, eczema, and wrinkles. “We also have many miracle stories where customers have used TARAMAR to rebuild their skin after their teenage years with great success.”

First Hafnartorg in Reykjavik – Next New York and Dubai

Now that the flagship store has opened in downtown Reykjavik, TARAMAR staff are already considering the next steps. This

high-quality products that are both safe and harmless for people and the environment,” Rúna from TARAMAR concludes.



Sverrir Viktorsson oversees the marketing of TARAMAR in Dubai and New York.