

A new dimension in
algae-based cosmetics



The baltic touch

Oceanwell opens up a new dimension in algae-based cosmetics, setting new standards with the highest concentration of marine active ingredients and sustainably cultivated algae. As pure as a refreshing sea breeze. As invigorating as a stroll on the beach.

Oceanwell has been developed by marine biologists who passionately and skilfully cultivate, tend and harvest Laminaria algae on the Baltic coast off Kiel. The active ingredients extracted from these algae impact in full through this new range of marine cosmetics.

Oceanwell – sustainable natural cosmetics with pure algae extracts from Germany's first algae farm. Ocean freshness that shows in your complexion.
The Baltic touch.

Oceanwell: The name says it all



Oceanwell brings gifts from the sea for your daily skin care.

Marine biologists developed this systematic skin care and every product is the result of their special passion for the ocean as a natural habitat. This is especially evident in the uniquely high concentration of active ingredients. In Oceanwell they have developed a new line of completely pure cosmetics incorporating the invigorating force of the sea. *You can feel the impact immediately.*

Only natural ingredients with the highest possible efficacy are used to produce the Oceanwell line. These special marine substances are contained in just a few specially selected plant-based raw materials such as aloe vera, jojoba oil or shea butter. Oceanwell does without the optical effects produced by synthetic substances.

Our cosmetics have been tested by medical experts who have confirmed that Oceanwell products have a beneficial, skin-compatible effect. Thus, this skin care is suitable for dry and for sensitive skin.

Oceanwell is Germany's first certified range of natural cosmetics based on algae extracts from cultivated native seaweed.



The new generation of algae-based cosmetics

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Oceanwell is the world's only natural cosmetics line that uses sustainably cultivated algae. This is not only good for our oceans, but also guarantees the best possible quality of these natural substances. The algae farms on the Baltic coast off Kiel harvest their crops exclusively for Oceanwell. The Laminaria algae are then refined in an extremely gentle process, thus allowing them to fully develop their function as an energising and regenerating agent and a water reservoir.

Laminaria – the miracle substance

With more skin-impacting ingredients than any other natural product, the world's oldest plant works wonders with its active substances. Laminaria algae store marine minerals and trace elements in a highly concentrated form and use them to generate special algae-based active ingredients that are used as a protective shield against all harmful influences, e.g. UV radiation. Laminaria algae produce extremely effective moisture-binding agents that pre-

vent the plants from drying out at low tide. This is why Laminaria algae extracts also make your skin firmer and smoother. Oceanwell utilises this effect to open up a new dimension in cosmetics with marine-based active ingredients.

Fully concentrated on positive effects

The high-quality Laminaria algae extracts produced by the algae farms on the Baltic guarantee a wide range of positive effects:

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Fighting free radicals and encouraging cell renewal through Vitamin A
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Boosting circulation and kick-starting lipid metabolism, purifying and reducing puffiness to ensure a fresh appearance
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Antibacterial, stimulating effect for a clear complexion
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Delivering new energy and moisture for a firm skin
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-
The best possible ally in the battle against cellulite and ageing skin
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BasicLine: Every day's a day at the seaside

Grains of sand on your skin, the taste of salt on your lips and a feeling of well-being from top to toe: that's what Oceanwell promises. No more and no less. From exfoliant and shower gel to night cream, this systematic skin care range from the ocean is simple to use, skin-compatible, completely natural and pure. A cosmetics line for any type of skin, any situation, and anyone who can't spend every day at the seaside.



Face



Ocean freshness
that shows in your
complexion



Soothing facial exfoliant

Impact Highly concentrated algae extracts, pure seawater and ultra-fine grains of Baltic sand smooth and invigorate your skin. This creamy facial exfoliant gently cleanses and prepares your skin for the natural active ingredients of the skin care products.

Application Gently massage the exfoliant onto your face and rinse it off with warm water.

Gentle cleansing lotion

Impact Highly concentrated algae extracts and pure seawater for daily cleansing. Protects, moisturises, regenerates and energises the skin.

Application Apply the cleansing lotion evenly to your face, throat and décolleté. Let it briefly soak in and then rinse it off with warm water.

Protective day cream

Impact Highly concentrated algae extracts and pure seawater care for your skin, encouraging cell renewal and delivering intense hydration. This light day care cream refreshes your skin and gives you a soft, smooth complexion. It provides the best possible protection all day long and prevents irritated skin.

Application Apply evenly to your skin after cleansing and massage in gently.

Nourishing night cream

Impact Highly concentrated algae extracts and pure seawater regenerate your skin overnight and encourage cell renewal. This intensive care nourishes tired skin, delivers lasting hydration and gives you a soft, smooth complexion.

Application Apply evenly to your skin after cleansing and massage in gently.

A daily dip in
the sea

Body



Refreshing shower gel

Impact Highly concentrated algae extracts and pure seawater vitalise and re-energise your skin. The marine mineral salts and algae firm up the epidermis so your skin looks fresh and invigorated. This soap-free, low-foam, non-drying shower gel is the next best thing to a daily dip in the sea!

Application Apply the shower gel to wet skin. Gently massage in the fine foam and then rinse off.

Invigorating body lotion

Impact Highly concentrated algae extracts and pure seawater activate, regenerate and lastingly moisturise your skin. This final phase in the body care programme with its jojoba oil and aloe vera gives you a supple skin and a feeling of vitality and well-being.

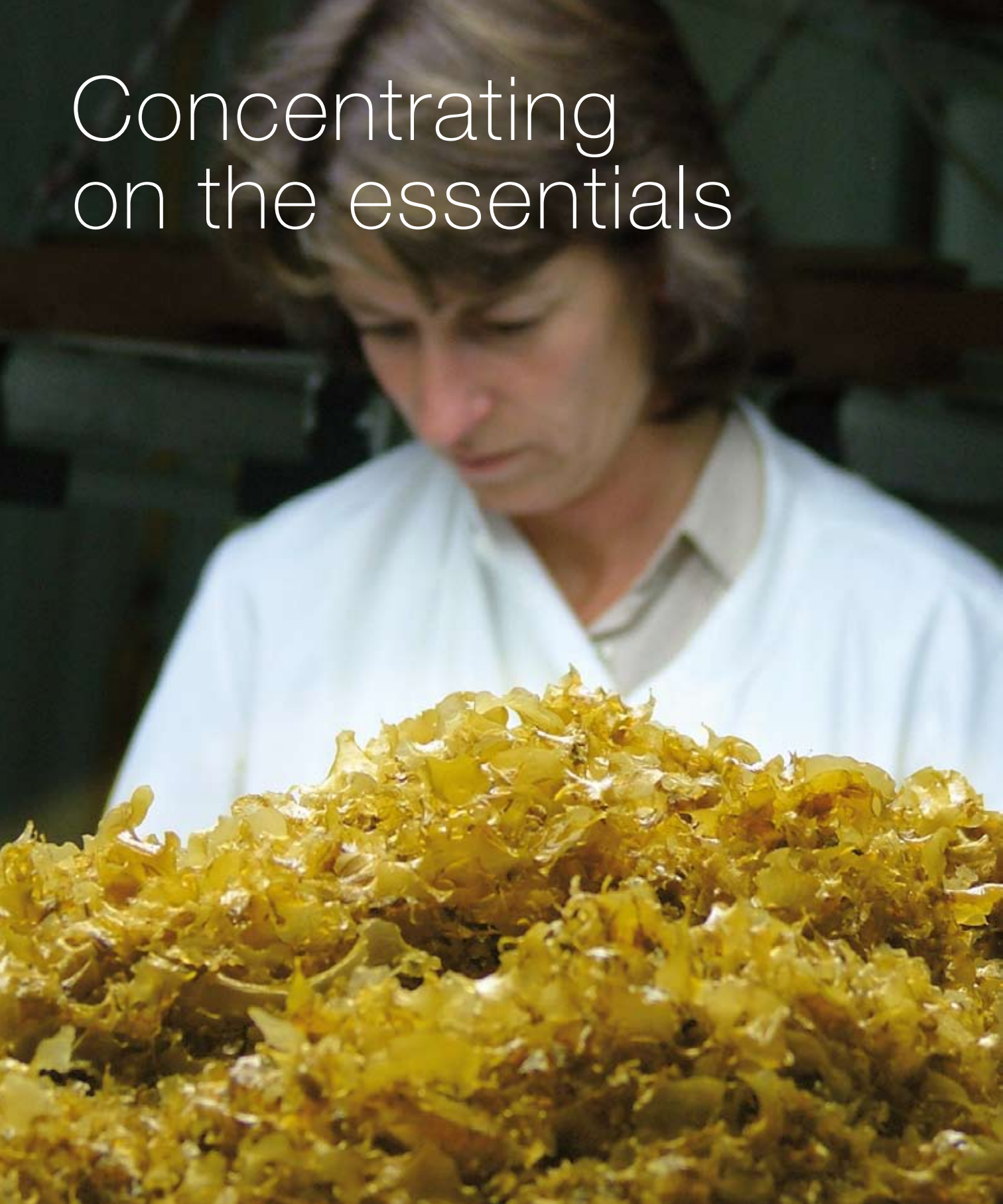
Application Apply evenly to your skin and massage in gently. **Tip:** In winter mix the lotion with a few drops of Oceanwell body oil.

Relaxing body oil

Impact A Laminaria body oil blended with pure, high-quality, plant-based oils relaxes and revitalises your skin. Preservative-free, it is ideal for daily skin care and for face and full body massages.

Application Apply the oil to your skin and massage in gently. **Tip 1:** A few drops on your face make an ideal base for your day cream. Recommended for very dry skin. **Tip 2:** Massage into your skin while still damp after a bath or shower.

Concentrating on the essentials



Dr. Inez Linke, marine biologist
shareholder



Dr. Levent Piker, marine biologist
shareholder



Dipl.-Ing. Christian Koch
shareholder



Regine Diekmann,
sales director

The Oceanwell natural cosmetics line is produced by oceanBASIS, a company at home in Northern Germany. OceanBASIS specialises in extracting marine-based natural substances for health and beauty products.

A team of experienced marine biologists and experts in natural substances has been researching, developing and marketing products for the cosmetics and pharmaceutical industry since 2001. Their top priority has been the consistent development of new marine active ingredients (e.g. collagen from jellyfish) and natural marine-based cosmetics.

In 2008 these dedicated marine biologists decided to join forces with renowned universities, pharmacists and dermatologists to launch a certified skin care of natural cosmetics: Oceanwell. In this undertaking the research scientists have promised to comply with strict sustainability and quality criteria.

Oceanwell is the world's only certified range of natural cosmetics that uses sustainably cultivated Laminaria algae. The high quality standards the marine biologists apply to their products and the uniquely high concentration of marine active ingredients are evident in the quality of our collaboration and consultancy and the uniqueness of our products.

Our corporate culture is mirrored in our creams – a concentration on the essentials. Oceanwell.

