



# About NOC Sweden





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NOC Sweden is a trade organization and non-profit organization for everybody who wants to be a part of turning the beauty industry upside down. We want for natural, organic cosmetics to become the obvious choice for everyone – for our health, for our environment and for the efficiency.

[www.nocsweden.se](http://www.nocsweden.se)



# NOC Sweden

So that natural, organic cosmetics becomes the obvious choice for an increasingly aware consumer.



DEEPSKIN ORGANICS





# NOC Sweden - Activities

## Vision

So that natural, organic cosmetics becomes the obvious choice for an increasingly aware consumer.

### Create attention and educate the public

- Organic Beauty Awards
- Facebook-page & Instagram (OBA)
- Who's who in Green Beauty Scandinavia
- Growth and market data
- Seminars, lectures and events
- Ingredients information

### Market Data, Analysis

- Size and growth of the category
- Consulting to parties interested in the Swedish market



### Membership service

- Networking, information/education
- Member-FB group
- Media Monitoring
- Cooperation projects (PR: Mynewsdesk, trade and consumer fairs)

### Member acquisition

- Suppliers (Brand members)
- Partners (Supporting members)



#organicbeautyawards  
#nocsweden  
#ekologiskhudvård







# Brand Members – Concept and Offer

## Basic Offer

- Support the purpose: the growth of NOC as a category.
- Part of a network of strong NOC brands and other NOC players.
- **Discounted fee to participate in prestigious Organic Beauty Awards.**
- Member meetings. All members are invited 2-3 times per year to network and listen to inspiring speakers.
- Use of NOC Sweden logo on web-site, social media etc.
- One vote per company at annual meeting (size of company is not a factor)
- Market news
- Cooperations and discounts (e.g. to fairs, PR / Mynewsdesk)

## Yearly Service Fees (based on sales on the Swedish market – excluding export)

Level 1: -2MSEK: 3.000SEK (for companies holding Swedish company registration only\*)

Level 2: -10MSEK: 7.000SEK

Level 3: 10+MSEK: 13.000SEK

+ 500SEK in membership fee.

\* International companies with a total global turnover of less than 1MSEK (100t€) are eligible to apply for reduced membership fee to level 1.



# Criteria – Who can become a member?

The purpose of the association is to work for a high natural and organic content.

Membership are given to companies who distributes products within the area of natural, organic cosmetics (NOC) under their own name or as distributors.

Membership is given first and foremost to a brand and secondly to the company.

If a brand is certified with any of the by NOC Sweden approved certifications, membership is automatically granted. For non-certified brands, the below applies.

The products should mainly be based on natural and/or organic ingredients. The products of the brand should not contain any of the following ingredients (black list)\*:

Mineral Oil, Synthetic Perfume, Silicones, Parabens, SLS, Carbomers, PEGs, Micro plastics, Synthetic sunscreen filters, formaldehyde and related such as conservatives as Methylchloroisothiazolinone, Methylisothiazolinone), GMO.

All members should also be aware, we discourage use of the following ingredients (red list):

Aluminiumklorhydrat, Butylenglykol, Sodium fluoride, Akrylamider, Isopropylalkohol, Cocamide DEA, MEA, Phenoxylethanol, BHT, BHA, TEA – triethanolamine, Propylen glycol, Tetrasodium EDTA, Disodium EDTA, Diazolidinyl Urea, Ethoxylated raw materials, Triclosan, Dibutyl phthalate.

\*If a brand carries products with ingredients on the black list, they are obliged to state it in the membership application, and in those cases the board will take a decision on case-to-case basis.





# Management of NOC Sweden



Emma Bergqvist  
Chairman of the board  
Tree of Brands AB  
(distributor)



Carina Swartz  
Deputy Chairman of the  
board  
RS Biokosmetik Syd AB  
(Rosenserien)



Maria Åkerberg  
Board Member  
Dermanord AB (Maria  
Åkerberg)



Evelina Andréasson  
Board Member  
Viridi Eco AB



Sara Nomberg  
Board Member  
Organic by Sara



Susanne Hovenäs  
Project Manager NOC Sweden



# ORGANIC

# Beauty Awards

## 'OBA' in brief

Organic Beauty Awards purpose is to make more people discover and use natural, organic cosmetics.

Beauty products which are efficient as well as good for people's health and well-being and produced in a sustainable way.

The basic criteria for participation is that the product is certified with a label that guarantees that the product fulfills criteria's for what can be considered natural and organic. If a brand lacks certification our quality controller reviews the product.

The jury tests and nominates those products which has the highest scores in terms of effect, feel, application and design. A special jury assesses sustainability and content.

With Organic Beauty Awards we want to highlight and reward brands who manufacture and market the creme de la creme of NOC products.

With Organic Beauty Awards we also strive to aid the consumer in finding the best NOC products available – a win in OBA, is an extra quality stamp.

More info at [www.organicbeautyawards.se](http://www.organicbeautyawards.se)





# Organic Beauty Awards

Participation: Registration period usually during October/November  
Award Ceremony: May following year



**NU ÄR ANMÄLAN TILL SVERIGES VIKTIGASTE SKÖNHETSTÄVLING ÖPPEN!**

Organic Beauty Awards syftar till att få fler att upptäcka och använda naturliga, ekologiska skönhetsprodukter. Effektiva produkter som samtidigt är bra för användarens hälsa och välmående helt enkelt. Produkterna som anmäls till 'OBA' genomgår en gedigen process för att sälla fram de absolut bästa naturliga, ekologiska skönhetsprodukterna. Produkternas kvalitet säkerställs - en kvalificerad jury testar produkterna under drygt tre månader och experter granskar produkternas påverkan på vår planet. Tävligen arrangeras av [NOC Sweden](#), en ideell förening för varumärken och andra som är intresserade av bättre skönhetsvård. Tävlingsledningen för 'OBA' är oberoende från enskilda varumärken.

Organic Beauty Awards är den enda helt oberoende branschtävlingen för skönhet i och hårvård i Sverige då tävlingen är öppen för både svenska och utländska varumärken, både medlemmar i NOC Sweden och märken som inte är medlemmar.



## ORGANIC BEAUTY AWARDS 2020 - VINNARNA



### OBA-BLOGGEN

Följ vår blogg!



### ÅRETS GRÖNA INSTA

Svenska folket röstade fram @morotsliv till 2020-års Bästa Gröna Instagramprofil. Gratiss!



### GREEN BEAUTY DAY

Är framflyttad till 8 maj 2021!



### ÅRETS PRODUKT

Stort grattis Maria Åkerberg som vann Årets Guldpiplet 2020 med sin Night Cream More!



### MEDLEM I NOC SWEDEN

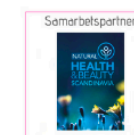
NOC Sweden är organisationen bakom 'OBA'. Arbetar du i branschen, driver en agentur eller har ett eget varumärke eller på en salong, i en butik eller annat? - Bli medlem.



### FÖLJ OSS

På vår Facebook hittar du löpande uppdateringar om både Organic Beauty Awards och annat som händer inom naturligt, ekologisk hud- och skönhetsvård.

ORGANIC BEAUTY AWARDS ARRANGERAS TILLSAMMANS MED





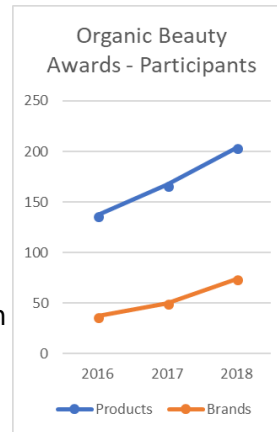
# Organic Beauty Awards



In 2021, Organic Beauty Awards is conducted for the 6th time in a row.

Organic Beauty Awards is handed out at the Green Beauty Fair, Green Beauty Day, in cooperation with Swedish NOC portal "Naturligt Snygg", in May 2021.

OBA has about 1900 followers on Facebook, 1700 on Instagram and 4000 consumers voted in "Product of the year 2020".



## Categories 2021

### Face

- Best Face Cleaning
- Best Toner
- Best Night Cream
- Best Face Booster
- Best Eyliner
- Best Concealer

### Body

- Best Bodylotion
- Best Hand Sanitizer
- Best Deodorant
- Best Hairwash

### Other

- Best Sunless tanning
- Best Babyproduct
- Best Sportprodukt
- Best Made in Scandinavia
- Guldäpplet – The product of the year
- Best New Product



Product of the year 2021 is in cooperation with Hälsa

The best new product 2021 is in cooperation with Eco Life Scandinavia





**Catherine Dichy**, Chairman of the Jury - Ekologisk  
skönhetskonsult och make-up artist



**The Jury** is carefully selected and the ambition is a mix of competencies, such as:

- NOC experts, make-up artists, beauty consultants, skin therapists etc.
- Retail experts, beauty managers, category managers etc.
- Media experts, journalists, bloggers, PR professionals etc.
- Celebrities, all united by an interest in organic beauty.

The jury thoroughly tests the products during a 3 month period before giving their score within several assessment criteria.



## The Jury

All beauty competitions needs a qualified and dedicated jury which thoroughly tests all participating products.



# SPONSORSHIP

## ORGANIC BEAUTY AWARDS 2021

BAS: 15.000kr

Award ceremony: roll-up + participation in OBAs own stand + logo in winner-presentation + oral introduction of sponsor

Social Media: 1 facebook-posting/interview

OBA-blog: 1 posting with mention/interview

Homepage: Banner/logo OBA

Newsletter: 1 editorial mentioning – visibility in all

OBA-logo: right to use special OBA-logo in own material.

PLUS: 25.000kr

Award ceremony: roll-up + participation in OBAs own stand + logo in winner-presentation + oral introduction of sponsor

Social Media: 1 facebook-posting/interview + 1 posting in Instagram

OBA-blog: 2 postings with mention/interview

Homepage: Banner/logo OBA + in product of the year voting page.

Press release: participation in at minimum one press release

Newsletter: 2 editorial mentioning – visibility in all

OBA-logo: right to use special OBA-logo in own material.

### Additions

Name Award: 25.000 – ex. "Bästa Handtvål in cooperation with XXX", inkl in winner-logo, and possibility to hand-out the award

OBA-dinner (for brand participants): 25.000 – make the dinner something extra. We will highlight you with allmentionings of the OBA-dinner plus the all in a selected package above.

Apoint own member of Jury: 25.000 (requires independence plus approval of chairman of the jury)

Other suggestions & cooperations? Contact us for further discussion.



[illegible]

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