

nøie

Customised skincare • Made in Copenhagen

MADE FOR

Press - Jacob's story - TechBBQ

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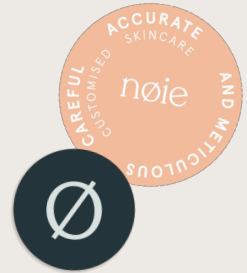
NO

**We're here to improve the quality of life for people with skin concerns.**

**By creating the world's best customised skincare**

And we're here to do so the right way:

With a truly caring approach towards each other,  
our community and the planet.

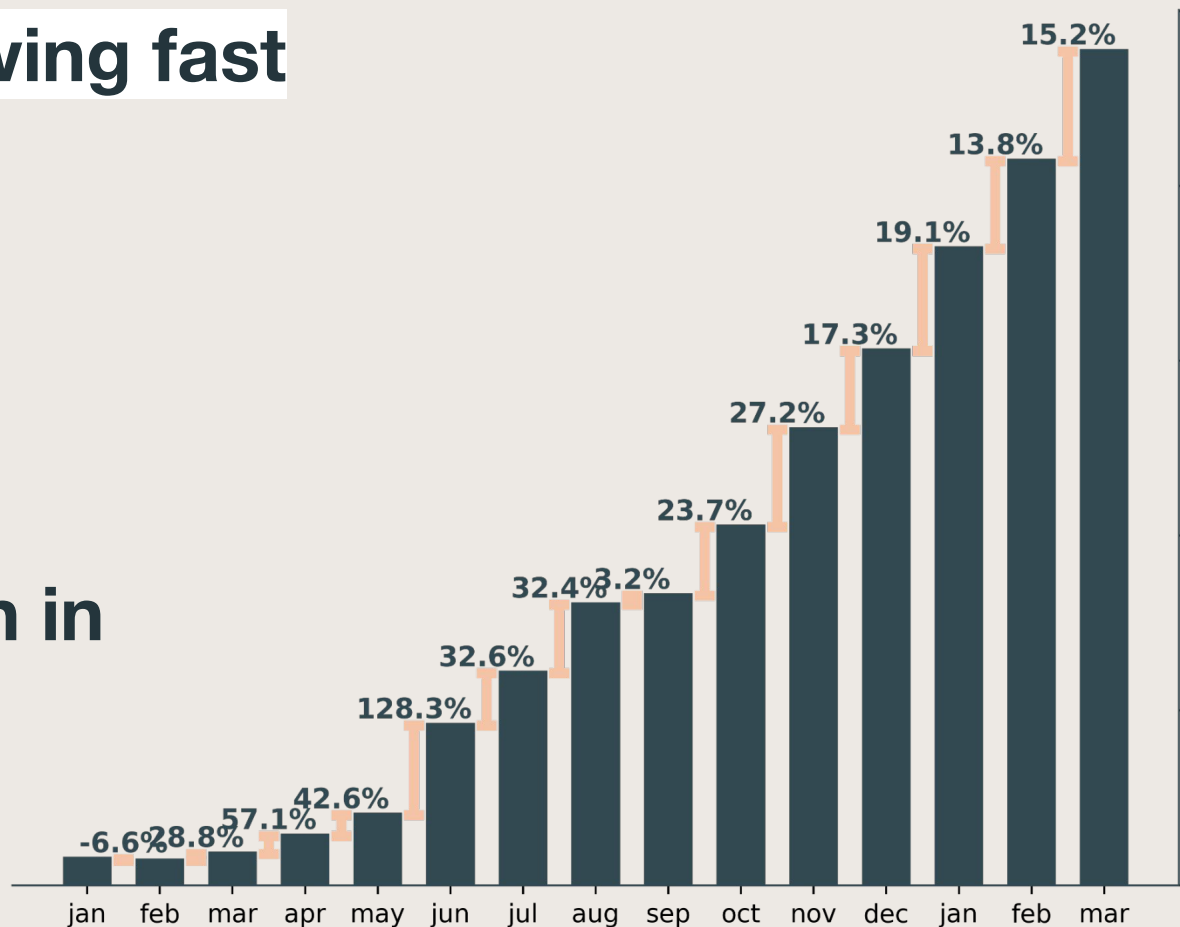


**We're 2 years old and  
we just raised €10m..**

And we're growing fast

35%

Avg. MoM  
revenue growth in  
2020



# Meet Jacob

A great young guy who works in a clothing store & suffers from acne  
His skin issue makes him feel uncomfortable at work and in his social life



# Jacob's Journey

*"I feel like I've tried everything! I've tried different creams from stores and pills from my doctor. Nothing has worked"*

## Buying skincare products in shops

- Recommendations based on little insight of specific needs
- Little knowledge of their products
- "Try what we have on the shelf"

## Visit the doctor (GP)

- One-size-fits-all prescriptions often causing side-effects
- Poor non-prescription recommendations
- Rarely any follow-up



**We're  
revolutionising the  
industry with our  
customised solution  
& loop thinking**



# We work in loops





# Jacob x Nøie

- After 2 months of continuously use of Nøie
- It's not gone, but he has experienced major improvements
- And most importantly: Jacob feels comfortable in his own skin again

Read Jacob's Trustpilot review [here](#)

**Our customers love the result!**

[Watch them tell their stories.](#) ★★★★★ 4.6 stars on Trustpilot





SCIENCE  
CUSTOMISED  
NØIE  
AND YOUR SKINCARE  
COMMUNITY

**REAL USERS  
REAL STORIES**



# We're also on a mission to change the industry.

Nøie will be CO2 negative in 2021 and 100 percent circular in the long run. We publicly share our learnings to inspire the industry.

We actively support 6 of the SDGs and have anchored it in our management by introducing a new type of CFO – Chief Footprint Officer.

[Read our commitments](#) or [watch them](#).

**3** GOOD HEALTH  
AND WELL-BEING



**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**15** LIFE  
ON LAND



**17** PARTNERSHIPS  
FOR THE GOALS



# NØIE SCIENCE COMMUNITY AND YOU CUSTOMISED SKINCARE

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Watch our story: [https://youtu.be/jkqPm\\_K-q9k](https://youtu.be/jkqPm_K-q9k)

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