

ENGLISH



DANISH SKINCARE RANGE - LUXURY FOR YOUR SKIN

50+ SERIES PRODUCT OVERVIEW

ECOOKING[™]
problem solved



Tina Søgaard,
founder & owner

“Ecooking is first and foremost designed to deliver results and then we add as many natural and organic ingredients as possible.”

Tina Søgaard,
founder & owner



#problemsolved

50+ SERIES



MY SKIN HAS CHANGED AFTER I TURNED 50...

The skin changes with age and becomes thinner and drier. This especially happens during menopause and I therefore decided to create the 50+ series specifically for a “not-so-new” skin.

The products in the 50+ series address both men and women. Like the rest of the Ecooking family, the products are full of active ingredients. However, since this series is developed especially for mature skin, I have provided these five family members with many extra and extra active ingredients.

You may know some of the ingredients from our other products, for example the all-rounder niacinamide and ultra-moisturising hyaluronic acid, while other ingredients are new and selected specifically for the 50+ series.

For instance plant stem cells from wild olive trees, CBD from citrus peels and electrolytes that rebuild skin and provide moisture and care.

The skin also becomes increasingly delicate with age, so the 50+ series is fragrance-free, AllergyCertified, dermatologically tested and vegan – and the Wake Up Cream is with SPF 20, so the entire series takes extra good care of your skin.

The 50+ series is made for you over the age of 50, but you can also use the products if you are not quite there yet. I hope that you – and your skin – will benefit from our new, active family members.

A handwritten signature in black ink, appearing to read "Tina Sogaard".

Tina Sogaard,
founder & owner

GOOD TO KNOW: The price range of the products shown is € 14.50 / £ 12.50 - € 58 / £ 49. Subject to price changes, printing errors, and out-of-stock products

THE BEGINNING OF ECOOKING



FROM THE KITCHEN TO FACES ALL OVER THE WORLD

When Tina Søgaaard started mixing her own skincare products, she was unaware that it would be the beginning of a genuine skincare range.

At the time, she had just been divorced and it affected her skin, which looked both tired and dull. With many years of experience in the industry, she was familiar with the ingredients that can be used to boost the skin. So she started to mix creams, serums, and oils at her kitchen table.

In just a short space of time, the results were so palpable that her home-mixed products quickly became popular with family and friends.

Helping family and friends with their skin problems was sheer therapy for Tina and even though she never set out to develop the products in order to sell them, the rumour of their efficiency spread and suddenly beauticians and retailers started to approach her.

From there, things accelerated and Ecooking was born:

A Danish skincare line with focus on effect and rich in natural and organic ingredients.

'cooking' because it all started in a kitchen.

ECOOKING

'Eco' because we are eco-friendly.

“I was struck by lightning as a child and have lightning tattooed all over my body. It reminds me to live in the moment – it keeps my mind and body young.”

Romeo, 65

Romeo, 65



OVERVIEW

ROSEHIP SEED OIL

③

Moisturising oil providing the skin with protection and care.

ALOE VERA

①

Adds a protective and cooling layer to the skin. Ideal for irritated and dry skin.

②

④

⑤

HYALURONIC ACID

②

Provides the skin with a moisture boost and reduces fine lines and wrinkles.

④

⑤



①

CLEANSING FOAM

②

50+ SERUM

③

FACE OIL

④

WAKE UP CREAM

⑤

GOODNIGHT CREAM

ALMOND OIL

Provides the skin with intense moisture, makes the skin smooth and soft. Full of proteins and vitamins.

③



VITAMIN E

Powerful antioxidant that protects the skin against free radicals and provides moisture.

- ①
- ②
- ③
- ④
- ⑤

INGREDIENTS

CBD

The CBD comes from citrus peels. It regenerates and refreshes the skin with its content of mineral salts, vitamin A, D and E as well as essential fatty acids.

- ②
- ③
- ④
- ⑤



STEM CELLS

Our skin/cell "battery" is discharged over time - the stem cells from wild olive trees recharge it.

- ①
- ②
- ④
- ⑤

NIACINAMIDE

Vitamin B3 for smooth skin and improved skin elasticity.

- ①
- ④

ELECTROLYTES

Electrolytes are minerals, which provide the skin with a moisture boost. Water follows electrolytes, so when you use skin care with electrolytes, the skin is filled with moisture.

- ⑤



CLEANSING FOAM



CLEANSES YOUR SKIN IN DEPTH

Cleansing Foam is a vegan, soft and nourishing foam, full of active ingredients and mild cleansing agents. One of the signature ingredients in the 50+ series is plant stem cells from wild olive trees and we have also been generous with them in our Cleansing Foam.

The stem cells provide your skin with an energy boost, while other ingredients – such as niacinamide and panthenol – penetrate deep into the skin and provide it with moisture and care, while also improving skin elasticity.

Use our Cleansing Foam to cleanse your skin and remove makeup and eye makeup. Suitable for all skin types.

200 ml - 7 fl.oz.

APPLICATION

Cleanse your skin in the morning and/or at night. Wet your skin and massage 1-2 pumps of foam into the skin in circular motions – both on the face, neck and chest. Rinse with lukewarm water.

TIP

Add a little oil to the foam for additional moisture.

GOOD TO KNOW

You do not have to be over the age of 50 to use the foam, even though the Cleansing Foam is part of the 50+ series.





Elsebeth, 75



“50+ is a huge turning point. Everything becomes easier, since you know who you are with all your flaws.”

Elsebeth, 75



50+ SERUM



PAMPER YOUR SKIN WITH ACTIVE INGREDIENTS

As we get older, the process of skin cell regeneration decreases. The result is reduced skin elasticity which affects the skin texture and smoothness. Therefore, we have created a 50+ Serum filled with stem cells. They are small miracle makers in terms of skin rejuvenation: Stem cells repair and create new cells, meaning that you get more and better skin cells. They also slow down skin ageing.

50+ Serum further contains two types of hyaluronic acids. One type has a low molecular weight, enabling it to be easily absorbed by the skin and bind moisture. The other type of hyaluronic acid has a high molecular weight and nourishes and softens the surface layer of the skin.

With our 50+ Serum, you provide your skin with luxurious care and a proper moisture boost.

APPLICATION

Apply 50+ Serum in the morning and/or at night after cleansing your skin and before applying day or night cream.

GOOD TO KNOW

Our 50+ series is compatible with products for all ages, both as part of a routine or individually. Do not hesitate to mix the 50+ Serum with all your other favourite skin-care products.

30 ml - 1.06 fl.oz.





Charlotte, 50

“50+ is all about coming home.”

Charlotte, 50

FACE OIL



MAKES YOUR SKIN GLOW

A wonderful glow adds the final touch to beautiful and radiant skin. We have therefore added a Face Oil to our 50+ series, providing your skin with a beautiful glow as well as effective care. The Face Oil contains softening and nurturing oils, including rosehip seed oil, almond oil, jojoba oil and olive oil, giving your skin moisture and leaving it silky-soft.

The Face Oil further contains CBD from citrus peels with a high content of mineral salts, vitamins and fatty acids for regenerated and refreshed skin. Finally, it contains vitamin E for strength and protection.

The result is moisturised skin that looks both fresh and radiant!

APPLICATION

Apply 2-3 drops to the face, neck and chest. Use in the morning after cleansing your skin and before applying day cream. Also ideal at night.

TIP

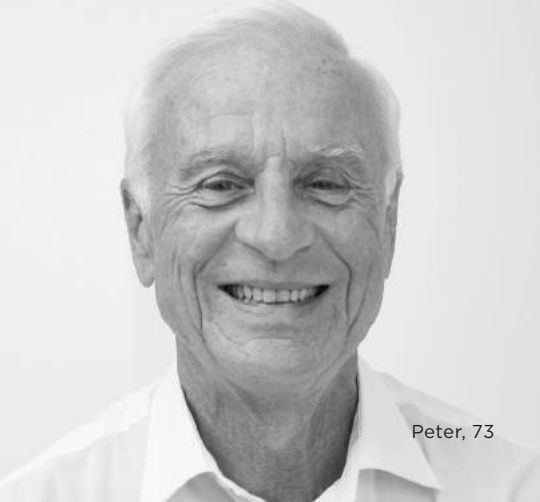
Mix into your day or night cream to skip a step of your skin care routine.

GOOD TO KNOW

The Face Oil is part of our 50+ series, since it contains one of the signature ingredients of the range - CBD - but the oil is suitable for all ages.

30 ml - 1.06 fl.oz.





Peter, 73

“I use the oil for my skin, since we tend to get dry skin with age.”

Peter, 73

TIP: Ecooking Wake Up Cream has a sun filter that makes it slide a little less smoothly on the skin. You can add a few drops of Face Oil to your Wake Up Cream to make it easier to apply and as a bonus your skin will also receive extra moisture.



WAKE UP CREAM



SPF 20

THE BEST START OF THE DAY FOR YOUR SKIN

With our Wake Up Cream, you give your skin the best start to the day. The allergy-friendly cream is full of moisturising hyaluronic acid and niacinamide, boosting the skin's collagen production, improving skin elasticity and reducing pores, wrinkles and fine lines.

The cream further contains CBD and stem cells for a firming and energizing effect. The Wake Up Cream is also with SPF 20, protecting your skin against the sun.

DID YOU KNOW

Even though all 50+ products are good in combination, you can use the products individually, since they work well with all types of creams and serums.

APPLICATION

Apply Wake Up Cream to the face in the morning after cleansing your skin.

GOOD TO KNOW

Wake Up Cream contains a sun filter for protection against UV radiation. However, the filter can make the cream a bit difficult to apply. You can easily fix this by adding a few drops of oil or serum to the cream - this will make the Wake Up Cream easier to apply and provide your skin with additional care.

50 ml - 1.8 fl.oz.





Lea, 65

“Getting older is a real privilege – your body gets more fragile, but the mind gets stronger.”

Lea, 65



TIP: Cleanse your skin with Cleansing Foam before applying Wake Up Cream to prepare your skin for the cream.

GOODNIGHT CREAM



THE ULTIMATE BEAUTY SLEEP FOR YOUR SKIN

Your skin likes being pampered during the night with peace and quiet to absorb all the caring ingredients of your skincare products.

Our Goodnight Cream has both moisturising and firming properties that help your skin regenerate and reduce wrinkles and fine lines. So, while you are dreaming, your skin is renewed with CBD, which strengthens the skin with plenty of fatty acids, mineral salts and vitamins, and you will wake up with skin that feels fresher and smoother than before going to sleep.

Your skin is also provided with long-lasting moisture from hyaluronic acid and electrolytes.

Last but not least the stem cells from wild olive trees in the cream will have a firming effect and give your skin new energy.

APPLICATION

Apply Goodnight Cream to the face every night after cleansing your skin.

TIP

If you are not 50+, we recommend using the cream as a mask once or twice a week.

50 ml - 1.8 fl.oz.





*"I don't feel like 60
- age is all about the
mindset."*

Jean, 60



Jean, 60

PEELING MASK



EFFECTIVE MASK

Our Peeling Mask exfoliates and smoothens the skin, tightens fine lines, and reduces signs of ageing by means of lactic acid and glycolic acid.

APPLICATION: Use 1-2 times a week as required. Apply to cleansed skin. Leave on for 4-6 minutes. Rinse with lukewarm water and cleanse the skin before applying cream. It is important that you provide your skin with moisture using a cream or a moisturising mask after the Peeling Mask. We recommend using the mask at night.

NB! Do not go out in the sun after using the mask. The mask may make your skin prickle and red after use.

50 ml - 1.8 fl.oz.



MOISTURIZING MASK



ULTIMATE MOISTURE BOOSTER

As mentioned, the skin gets drier with age and therefore it is important that you provide your skin with plenty of moisture. Our Moisturizing Mask is a luscious blend of hyaluronic acid, sesame oil, mandarin oil and almond oil, providing your skin with a proper moisture boost.

APPLICATION: Use as required. Cleanse your skin and apply. Leave on for 10 minutes or as a regenerating mask overnight. Rinse with water.

TIP: Ideal for use after e.g. Ecooking Peeling Mask.

50 ml - 1.8 fl.oz.





Annette, 61

*"I have always
been a bit afraid of
getting old.
But beauty really
has no age."*

Annette, 61



MULTI OIL



MULTI OIL FRAGRANCE-FREE WITH THE SAME GOOD PROPERTIES

The all-rounder of the Ecooking family, both effective and good at many things. Ideal as: body oil, makeup remover, shaving oil, serum, cuticle oil and hair mask.

APPLICATION: Always apply Multi Oil to damp skin and hair. Water makes the oil absorb more easily.

100 ml - 1.3 fl.oz.
(glass bottle with pump)
300 ml - 10.56 fl.oz
(plastic bottle with pump)
500 ml 17.6 fl.oz.
(glass or plastic bottle with pump)



MICELLAR WATER



ALLERGY-FRIENDLY MICELLAR WATER

Micellar Water is an all-in-one face wash that efficiently removes dirt and makeup without drying out your skin.

APPLICATION: Spray Micellar Water directly onto your face and remove it with a cotton pad, or spray some onto a cotton pad and cleanse your face with it. There is no need to rinse it off with water or use skin tonic afterwards. Finish off with a face cream.

TIP: Apply a serum after cleansing with Micellar Water and before face cream to target a specific concern.

200 ml - 7 fl.oz.



EYE MAKEUP REMOVER



GENTLE AND EFFECTIVE EYE MAKEUP REMOVER

With Eye Makeup Remover you can take extra good care of the skin around your eyes and remove your makeup without effort. Eye Makeup Remover is a blend of mild cleansing agents and nourishing ingredients which easily and quickly remove eyeshadow, mascara - even the waterproof one - and eyeliner.

APPLICATION: Wet a cloth or a cotton pad with 4-5 drops of Eye Makeup Remover and gently remove your makeup. Hold the cotton pad over your closed eyelids for a minute to make it easier to remove your makeup.

125 ml - 4.2 fl.oz.



FIRMING SERUM



WITH PRIMER EFFECT AND MOISTURE

One of our favourites got a new packaging and formula. The new Firming Serum has the same effect as the “old” one, but this serum is without fragrance and silicone – and it is also AllergyCertified.

APPLICATION: Apply Firming Serum in the morning and/or at night after cleansing your skin. Apply to the face, neck and chest. Finish off with day or night cream.

TIP: Use it in the morning before putting on makeup in order to create a smooth and even base for your makeup.

20 ml - 0.7 fl.oz.



SELVBRUNER DROPS



GIVES YOUR SKIN A BEAUTIFUL AND NATURAL GLOW

Our Self Tanning Drops are fragrance-free drops that give your skin a beautiful summer tan. The Self Tanning Drops further provide the skin with moisture and care by means of hyaluronic acid and cucumber extract.

APPLICATION: Add 2-3 drops to your cream or body lotion. Dose the amount according to the desired colour intensity. Remember to wash your hands after use.

30 ml - 1.06 fl.oz.



MULTI BALM



EXTREMELY MOISTURISING BALM FOR DRY SKIN

Everybody should have an Multi Balm! Once you get to know this family member, you cannot do without. The balm takes care of all the driest areas, for instance elbows, heels and hands. It is also ideal for cracked lips and cuticles.

APPLICATION: Apply a thin layer in the evening. Allow the balm to take effect overnight.

Contains e.g.:

- Delisens (prevents itching and burning)
- Xpertmoist (extremely moisturising)

30 ml - 1.06 fl.oz.

75 ml - 2.6 fl.oz.



EYE CREAM



REDUCES FINE LINES

Take extra good care of your eye areas with our new allergy-friendly Eye Cream which efficiently and gently nourishes the delicate skin. Eye Cream is a mixture of natural red algae extract, pumpkin seed extract, and glucosyl hesperidin that moisturise your skin, and increase skin microcirculation and collagen production.

APPLICATION: Apply morning and night using the applicator. Gently dab a few drops onto the area around your eyes.

TIP: Store refrigerated for a cooling effect, which also soothes swollen eyes.

20 ml - 0.7 fl.oz.





*“Sunday is my
'pamper myself day',
where I focus fully on
moisture.”*



Dorrit, 60



THE SUN SERIES



Protection against the sun's rays



Protection against skin ageing caused by sun

SPF 30 PRODUCTS LAUNCHES IN FEB 2022 AND SPF 50 PRODUCTS LAUNCHES IN APRIL 2022

NEW, HIGH-TECH SUN SERIES

For this sun series, Tina has got out the big mixing pot and formulated no fewer than eight superb products to take care of your skin before, during, and after sunbathing.

In line with our other products, the names tell you what our sun products are:

- **Sunscreen For The Body SPF 30** 250 ml
- **Sunscreen For The Body SPF 50** 250 ml
- **Sunscreen For The Face SPF 30** 50 ml
- **Sunscreen For The Face SPF 50** 50 ml

- **Sun Balm For The Lips SPF 50** 15 ml
- **Sun Oil SPF 30** 200 ml
- **After-sun Lotion** (with perfume or fragrance-free) 200 ml

All sun protection products have three chemical filters (Diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, and diethylhexyl butamido triazone), which give wide protection against UVA and UVB rays, since the filters contain substances that penetrate into the top layers of skin. In that way they absorb the UV rays and prevent the radiation penetrating and harming the skin. The products with SPF 50 have an additional physical filter (zinc oxide) which forms a thin protective layer over the skin, which reflects the sun's rays.

Thus the sun products protect all the way round against damage by the sun and skin ageing. And then they are fragrance-free, allergy friendly, and contain moisturising, nourishing ingredients to care for your skin too.

Finally, there is After-sun Lotion - one with perfume and one fragrance-free - to calm and cool your skin when it needs extra care after a day in the sun.

DID YOU KNOW?

Sun protection does not prevent tanning? It allows you to stay in the sun longer, and then your tan looks even better and lasts longer.



50+ STARTER KIT

SKINCARE ROUTINE FOR MORNING AND NIGHT

STEP 1

Cleanse your face with our Cleansing Foam. Massage the foam into the face, neck and chest. Rinse with water.

STEP 2

Dab 50+ Serum onto the face, neck and chest.

STEP 3

Apply Face Oil. Remember your neck and chest.

STEP 4

Finish with applying Wake Up Cream in the morning and Goodnight Cream at night.

STEP 5

Apply Multi Balm to your lips if needed.

SPA NIGHT:

Use the Peeling Mask 1-2 times a week.

Apply to cleansed skin. Leave on for 4-6 minutes. Increase gradually, until you can leave it on for 10-12 minutes. Rinse with lukewarm water and cleanse with Cleansing Foam before applying Goodnight Cream.

NB! May make your skin prickle and red after use.

The 50+ Starter Kit contains everything for your skincare routine, morning and night - plus a mask for your weekly spa night.



”My skin has changed since I turned 50 and I therefore decided to create the 50+ range specifically for a “not-so-new” skin. The products of the 50+ range address both men and women and they are bursting with active ingredients that make a difference!”

Tina Søgård,
founder & owner





Ulrik, 57

“With age, I have become more conscious about taking care of my skin. Now, I cleanse my skin with a mild soap every morning and use day cream with sun protection.”

Ulrik, 57



Erna, 94



Tina Søgård, 52

“I never think about my age – I feel great every day.”

Erna, 94

TINA'S TIPS

MAKE NECK EXERCISES

"I make neck exercises every evening and I have done it for years to prevent my skin from sagging. Tilt back your head, place your hands on your chest and pull down. Then, move your jaw back and forth 20 times."



REMEMBER YOUR NECK AND CHEST

"It is important to take care of your neck and chest! I use our Neck & Chest Cream, which I mix with a Vitamin A Serum capsule. Remember to apply it upwards; the skin will come down by itself."

CLEANSING & MOISTURE

"The foundation of beautiful skin is to cleanse and moisturise. If you only have time for two steps in your routine, prioritise these two steps."

DRINK PLENTY OF WATER

"Drinking plenty of water is good for your skin - when you drink water, you provide your skin with moisture from within and your skin stays hydrated."

EXFOLIATE YOUR SKIN

"In order for your skincare products to absorb and work, you need to remove dead skin cells on a weekly basis. You can use our Peeling Mask for an exfoliating and firming effect. It further reduces hyperpigmentation and signs of ageing."



HOME SPA

STEP 1

Cleanse your face with our Cleansing Foam. Massage the foam into the face, neck and chest. Rinse with water.

STEP 2

Apply the Peeling Mask evenly - keep away from eyes and mouth. Leave the mask on for 4-6 minutes according to your skin type. Your skin might prickle and be red afterwards. Do not use the Peeling Mask before going out in the sun.

STEP 3

Apply 50+ Serum for moisture.

STEP 4

Apply Goodnight Cream and let the nourishing ingredients work overnight.



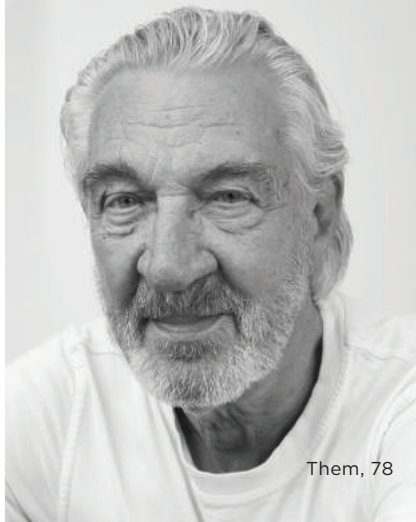
Jytte, 80

"I always take cold showers for healthy and fresh skin."

Jytte, 80

“I don't mind getting older – but being a bit younger would be great for more adventures.”

Them, 78



Them, 78



WE CARE ABOUT THE ENVIRONMENT

The pump is the least green part of the product, since it is unavailable as recycled plastic. We stay updated on the issue and hope to be able to make the pumps more eco-friendly as soon as possible.



Wood-based labels certified by International Sustainability and Carbon Certification.

Please remember that glass bottles can be recycled.

Psst... You can also reuse the bottle for one of your own oils.

When you think its empty - cut the tube open.



Sort your waste. All tubes are made of PCR material and can be recycled.



Heike, 82

"I like making home-made masks in my kitchen. I've always done that for skin moisture. And for as long as I can remember, I have cleansed and moisturised my skin every morning and evening."

Heike, 82



ENGLISH



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#foodforyourskin

ECOOKING A/S

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