



# The Nordic Swan Ecolabel makes us better



**Danish beauty brand Miild was the first in the world to launch make-up certified with the Nordic Swan Ecolabel. The certification has given the brand recognition among consumers and retailers – and it has also served as a guide for Miild to develop more environmentally friendly products.**

In 2013, the two make-up artists Tine Emilie Svendsen and Tanja Largré set out on a joint mission. A mission to create a beauty brand that could revolutionise the beauty industry by offering products that were both allergy-labelled and certified with the Nordic Swan Ecolabel.

Tine Emilie Svendsen and Tanja Largré got the idea to start their own beauty brand after both having experienced allergic reactions to make-up. Tine Emilie Svendsen's allergy was so serious that her doctor advised her to change jobs and never wear make-up again. The doctor's recommendation made Tine Emilie

Svendsen look for make-up that she could tolerate. But it soon proved to be a difficult task:

"I was really frustrated by all the misleading marketing in the beauty industry, where some market themselves as hypo-allergenic or sustainable, when they're not at all," says Tine Emilie Svendsen.

## **The Nordic Swan Ecolabel stands strong**

As a consumer and as a make-up artist, Tine Emilie Svendsen has experienced that the beauty industry's marketing often feels misleading and lacks transparency. That was one of the reasons why she and co-founder Tanja Largré knew from the start that Miild's beauty products had to be certified with the Nordic Swan Ecolabel.

"We knew from the start that all

our make-up and other cosmetic products had to be certified with the Nordic Swan Ecolabel. The Nordic Swan Ecolabel is a certification that lots of people are familiar with, and it certainly provides security when introducing new products on the market. At the same time, I think it's a strength that the Nordic Swan Ecolabel has a holistic perspective and looks at the entire product journey – something that became really clear to me when I started to delve into the requirements that our products had to live up to. This approach makes perfect sense," says Tine Emilie Svendsen, adding:

"It's important that we take care of ourselves, but it's also important that we take care of the planet. The Nordic Swan Ecolabel keeps an eye on both – and that's why the certification is so strong."



**SUSTAINABLE  
LIVING**

This project is part of Sustainable Living, an initiative funded by the Nordic Council of Ministers.

## CASE – MIILD

In 2017, Miild launched the first collection bearing the Nordic Swan Ecolabel. The collection consisted of 18 products, including powder, eye shadow and concealer.

### Praise from retailers and consumers

According to Tine Emilie Svendsen, the fact that Miild was the first brand in the world to have its make-up certified with the Nordic Swan Ecolabel has brought them recognition from both retailers and consumers:

“We’ve received a lot of praise from retailers, who know the strict requirements of the Nordic Swan Ecolabel and are impressed that we got our products certified. And consumers have been really positive. The Nordic Swan Ecolabel allows consumers to safely take a product off the shelves without having to acquire knowledge about anything at all, because others have done that for them.”

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*Tine Emilie Svendsen*

### Provides peace of mind and pride

Miild has now gained a foothold in Denmark, where, among others, 200 Matas shops sell their products. But the interest in their products extends beyond the country’s borders, and so far consumers in Sweden, Norway, Germany and the Netherlands

are able to buy make-up and other cosmetic products from the Danish brand. For Tine Emilie Svendsen, having the Nordic Swan Ecolabel on Miild’s products provides both pride and peace of mind:

“The Nordic Swan Ecolabel is a certification from an impartial third party, which makes it a safe and credible benchmark for consumers. For us as a brand, the Nordic Swan Ecolabel also provides peace of mind. Particularly in terms of the choice of ingredients, but also because the Nordic Swan Ecolabel looks at the whole picture. This makes the certification a good guide on our sustainability journey.”

### The Nordic Swan Ecolabel is worth it

Sustainable development is an important focal point for Miild. Right from the outset, the two founders knew that Miild’s packaging should contain as little plastic as possible. And in order to meet the Nordic Swan Ecolabel’s packaging requirements, the amount of metal must be limited. This is why Miild’s powder, bronzer, eye shadow, etc. are supplied in boxes consisting of 70 % recycled cardboard. The Nordic Swan Ecolabel’s requirements also have a major influence on the content of Miild’s products.

“The Nordic Swan Ecolabel requires, among other things, that the content of heavy metals must not exceed a certain level. Another example is that the Nordic Swan Ecolabel prohibits silicones that are not biodegradable in the aquatic environment, or that damage our ability to have children. So these are some of the areas in which our products have been improved, for both the environment and consumers, because of the Nordic Swan Ecolabel’s requirements,” explains Tine Emilie Svendsen.



For Miild, getting their products certified has not been an easy process. One of the reasons is that a certification with the Nordic Swan Ecolabel is time-limited, as the requirements are regularly evaluated and tightened to create a more sustainable development. Despite the fact that tougher requirements present some challenges, Miild sees this as a strength:

“I feel that the Nordic Swan Ecolabel keeps us up-to-date with the latest developments and knowledge, so that we’re constantly improving,” says Tine Emilie Svendsen, continuing:

“As make-up artists, we don’t want to compromise on quality, and at the same time, the Nordic Swan Ecolabel has some really tough criteria that sometimes make things difficult. The high ambitions and the strict requirements mean that it takes longer to develop products. But it’s all worth it.”

### FACTS ABOUT MIILD

- Miild started in Denmark in 2017
- All of Miild’s make-up and other cosmetic products are certified with the Nordic Swan Ecolabel.
- Miild currently has eight employees.
- Miild’s products are sold in Denmark, Sweden, Norway, Germany and the Netherlands, and exports account for 6 % of total sales.