

THE FRIENDLY READER

— ISSUE N°4 —



THIS IS A MAGAZINE FROM MARIA NILA

— Maria Nila AB, Östermalmsgatan 19, 114 26 Stockholm —



Support The Perfect World Foundation's work to protect our nature and wildlife for the next generation. Your donation will go to the initiative *Save the Beluga*.

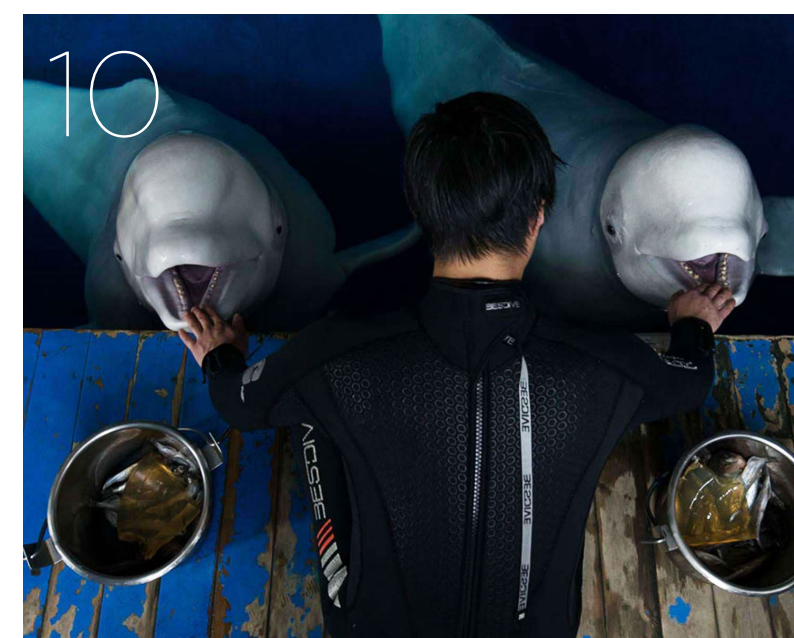


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Na jediné bavlněné tričko a jedny džíny padne celých 20 000 litrů vody.

— CHLOE HELEN MILES,
ZÁSTUPKYNĚ ZNAČKY MARIA NILA

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OBSAH

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PŘIDEJTE SE

Vítejte v novém přátelském roce,

Vítejte u nejnovějšího vydání časopisu The Friendly Reader (Přívětivý čtenář). Časopis je náš způsob, jak se dělit o poznání a upozorňovat na důležité věci blízké našim srdcím.

Maria Nila razí jedno silné přesvědčení – lidská mar-nivost nesmí žádným způsobem škodit zvířatům. Proto vyrábíme jen přípravky, které jsou veganské, na zvířatech se netestují, a jejich klimatická stopa je řádně kompen-zována. Vytvořili jsme naši vlastní chemii a přípravky vznikají pod stejnou střechou v našem závodě ve švédském Helsingborgu. Tím to pro nás však nekončí.

V roce 2016 jsme zahájili kampaň s názvem #ichoose-friendly (vybírám neškodně). Kampaň začala jako přátelská pobídka, která měla lidi vést k tomu, aby si kosmetiku vybírali s ohledem na životní prostředí. Rychle se však rozrostla, vznikly další kampaňe a další shánění finančních prostředků pro salony. Nakonec se zrodil i časopis, který právě držíte v rukou – The Friendly Reader.

1. listopadu, na Světový den veganství, každoročně zahájujeme charitativní kalendář značky Maria Nila nazvaný The Friendly Year (Příznivý rok). Znamená to, že si vybereme nějakou konkrétní dobrou věc, kterou se bude po dalších 365 dnů aktivně řídit naše charitativní práce a ekologicky zaměřená činnost. Za uplynulé roky už jsme dokázali pomoci třeba nosorožcům či slonům, udělat něco proti znečištění plasty a přispět k vysazování stromů. A je toho ještě mnohem víc. To všechno díky přesvědčení našich místních salonů a zákazníků.

Pro rok 2021 se chceme zaměřit na nejdůležitějšího soupeřníka našich přípravků – vodu. Nadcházející Příznivý rok (The Friendly Year) bude věnován průběžnému zapojování místních lidí do činnosti, které přinesou změny k lepšímu pro naše oceány a jejich oby-vatele. Pro začátek stačí otočit stránku a přečíst si více o tom, jak můžeme společnými silami pomoci ohroženým běluhám severním.

Se srdečným pozdravem

Rodina značky Maria Nila

#ICHOSEFRIENDLY



THE CANARY OF THE SEA

Enchanting and expressive – the beluga is one of the most fascinating whales in the sea. Known for its happy facial expressions and complex vocal skills, it is a charismatic creature able to charm almost anyone. However, human greed and a continuously changing climate is threatening both individuals and the population as a whole. This year, Maria Nila has teamed up with Sea Life Trust and The Perfect World Foundation to raise awareness and contribute to the important work of saving the beluga whale.

The Social Sea

The beluga, or white whale, is one of the smallest and most charming whales in the ocean. Usually found in the Arctic Sea, it is an extremely social creature that thrives in the company of others. Dependent on their complex vocal skills, they live, hunt and migrate together in smaller groups, known as pods, that range from a few individuals up to a hundred. Although researchers have much left to discover about this gregarious mammal and the importance of their social groupings, recent studies made by Florida Atlantic University suggests that belugas form small societies of diverse compositions that constitute species resilience and help belugas to respond to existing and emerging threats, such as climate change.

– The beluga whale enjoys friendships and social networks just as much as we do, especially within the family. If captured and separated from their group, they suffer significant trauma, says Ragnhild Jacobsson, CEO and Co-Founder of The Perfect World Foundation, a charity organization and partner of Maria Nila that works to save wild animals.

A Rich Repertoire

Millions of years of evolution have developed the unique social skills of this incredible animal. Often called the canary of the sea, beluga whales possess a rich repertoire of high pitch chirps, clicks, whistles and squeals used to communicate, navigate and find fish using echolocation – a survival skill so essential that newborn calves start developing their complex range of acoustics from the day that they are born. Their sounds can even be heard above water and through the hull of a boat.

To create the vast range of vocals, belugas have a long and unfused neck that is extremely flexible and diverse in its movement. The characteristic bulbous forehead, called a “melon”, has an advanced muscular ability that allows them to make different sounds and facial expressions, which is why they are often seen with a charming smile on their faces. Like humans, belugas use their body language to convey needs and communicate with each other. Aside from the vocal and apparent expressions, it is believed that they employ non-vocal communication in the form of physical touch.

Belugas also have an advanced hearing that has enabled them to mimic other sounds. They are so good at mimicking, that they can even reproduce human speech, or sounds coming from manmade objects, such as boat engines. Set in relation to humans, their hearing is extremely advanced and can detect sounds within the range of 1.2 to 120 kHz, which can be compared to the human range of 0.02 to 20 kHz.

Endangered Ecosystems

Growing human and environmental threats has led to a shrinking population, which has resulted in The World Conservation Union (IUCN) listing the beluga whale as “near threatened”. Beluga’s natural threat includes polar bears and killer whales, but commercial fishery and an increased illegal trade have brought some local populations to near collapse.

As with any species, evolution has given the beluga whale a specific place in the ecosystem. However, when the ecosystem is disrupted, it threatens the existence of several animals. Whales are on top of the food chain and feed off smaller fish that are rapidly decreasing due to en-

vironmental and human activity. Overfishing is one of the most critical issues facing our ocean's ecosystems as the populations do not get a chance to properly reproduce. This affects not only belugas and marine mammals, but many other species as well, such as sea birds. At the same time, ocean plastic and contaminants are posing a risk to the ecosystem and whales, as the toxic concentration gets higher when it moves up the food chain. In 2019, a young beaked whale was washed ashore in the Philippines after dying from a gastric shock. In its stomach, scientists found as much as 40 kilos of plastic.

– Beluga whales are facing many threats. For example, chemical contaminations in the ocean result in infectious diseases, and climate change has made the ice surrounding the whales increasingly unstable. As the weather patterns shift at a speed that makes it impossible for the beluga to adapt, they have a higher risk of getting trapped in the ice, says Ragnhild Jacobsson.

When the Arctic ocean becomes ice-free for longer periods of time, the beluga also gets exposed and attacked by predators. Observations of killer whale attacks on belugas in the far North have been observed and are expected to increase. Furthermore, Arctic tourism, commercial fishing and shipping, as well as whale watching, causes noise pollution that disturbs the beluga whale's ability to communicate, hunt and stay safe from predators.

Life in Captivity

Capturing beluga whales and bringing them from their natural habitats to a life in animal parks has threatened local populations for over a century. The first whale to ever be kept in captivity was shown in New York City in 1861, and other countries soon followed in the same footsteps. For most of the past century, the majority of beluga whales destined for exhibition were caught in the Canadian seas, before it was banned in 1992. Since then, Russia has become the main supplier. Although facing a high risk of extinction, Russia has not yet restricted the hunting and capturing of whales, and instead brings them to domestic aquariums or export them to face commercial exploitation in countries such as China.

– Indigenous people have hunted beluga whales for their meat, blubber and skin since ancient times. Today, they are hunted for another reason – to be displayed as entertainment. Unfortunately, the beluga is one of the most common whales kept in captivity at aquariums and ocean wildlife parks around the world, says Ragnhild Jacobsson.

Factors such as a well fed Chinese economy and booming domestic tourism has driven the rapid growth of this million dollar business, which raises the demand for wild and endangered species at an alarming pace. While the opposition of society is forcing many live animal parks to close in the U.S. and Europe, new aquariums are opening up monthly in China. According to the China Cetacean Alliance (CCA), it has been documented that over 1.000 cetaceans mammals (such as whales, dolphins and porpoises) are imprisoned in Chinese marine facilities – and the number is increasing.

A Wave of Hope

Fortunately, several organizations worldwide are fighting for the wellbeing of the ocean and its inhabitants. In 1946, the International Whaling Commission (IWC) was formed as 15 countries signed the International Whaling Convention for the regulation of whaling, marking the first stepping stone in the work for their wellbeing. Since then, small but important steps have been taken to stimulate the growth of the population.

In 2008, IUCN listed the beluga whale as “near threatened”, with some sub-populations being listed as critically endangered. This increased the widespread interest in bringing positive change. For the upcoming year, Maria Nilá has partnered with two organizations to support the work for a healthier ocean – The Perfect World Foundation and Sea Life Trust.

The Perfect World Foundation's mission is clear – they want to save the world. Through awareness and education, they create courage and preconditions for change. One of the main areas of work is to save the ocean through several different initiatives, fundraisings and events. For example, The Perfect World Foundation launched “The

Blue Bucket” campaign in 2019 that encouraged everyone to pick up plastic from the ocean and shoreline. By raising awareness and creating a global commitment, they aim to form the world's biggest movement of ocean cleaners.

– Our organization is mainly focusing on two areas: awareness programs and fundraisings. Throughout the years, we have increased the knowledge around animals in crisis and the impact that human activity has on wildlife and the climate. Our campaigns and awareness programs circle around a variety of species, from beluga whales to rhinos, elephants, crocodiles, pollinators, bats, donkeys and more, says Ragnhild Jacobsson.

As with so many organizations around the world, The Perfect World Foundation and the projects they support have been greatly affected by Covid-19. Gladly, there are several ways to help them.

– The easiest way to get involved is to become a monthly sponsor. If you don't have that possibility, you can subscribe to our newsletter and get educated on a monthly basis. That way, you will finally become an educated ‘advocate’ for animals, nature and our organization, says Ragnhild Jacobsson.



DID YOU KNOW?

INCREDIBLE ANATOMY

– The beluga can turn their neck in any direction, and its incredible anatomy even allows it to swim backwards.

IMITATING HUMAN SOUNDS

– Beluga whales are so good at imitating human sounds that one captive whale caused a diver to swim for the surface as it mimicked the underwater communication order to get out of the water.

CAN BECOME NEARLY 80 YEARS OLD

– A beluga whale in the wild can become nearly 80 years old, however they only live for half as long when kept in captivity.

BORN GREY TURN WHITE

– Beluga comes from the Russian word “white”. However, they are born grey and gradually turn white as they mature. The transformation takes about eight years.

CAN SAVE A HUMAN LIFE

– 2009, at a free-diving competition in an icy tank in China, a beluga whale saved the life of a cramp-paralyzed diver by bringing her up to the surface by holding her foot in its mouth.

SALONS SAVING WATER

Small changes make a big difference. We reached out to the Maria Nila partner Uschi Salons, in Germany, to learn more about how salons can save water and be more sustainable.

Uschi Salons mission is to make a difference where they can by contributing to social responsibility and creating sustainable awareness among customers and employees. Uschi applies a holistic thinking that runs through the entire value chain – from education, to suppliers and partners. Below are the top strategies implemented at the salon to reduce water use and increase sustainability.

1 Actively Integrate “Save Water” Guidelines into the Communication with Employees and Trainees

At Uschi, we try to use as little water as possible and everyone is taught how to handle resources carefully in the salon. According to the motto “Don’t waste”, we have our internal “How To Uschi Guideline” that defines all important aspects on how to use water efficiently. We turn off the water when we do not need it, and all toilets are water-saving.

2 Greening of the Salon with Suitable Plants

With the greening of our salons, we have developed a concept with plants that need little water to grow – to avoid being wasteful. We love plants, but we don’t want to waste water.

3 Long-Term Partnership with Sustainable Laundry

In the past, our washing machines worked 24/7 – often with smaller quantities. To get ahead of it, we have been working for several years with a laundry company that uses resources sparingly and has an efficiency that we could never achieve.

4 Suppliers and Partners with a Similar Philosophy

Since implementing our updated sustainable strategy in 2017, we stopped collaborating with some of the major suppliers in the industry. It was clear to us that not everyone shared our values and visions for the future. Large corporations still focus merely on growth and profit and many are still testing their products on animals – this is not our understanding of sustainability.

Find out more about Uschi Salons and get inspired at:

USCHI-SALONS.DE
@USCHISALONS (INSTAGRAM)



TIPS FROM CHLOE HELEN MILES

Maria Nila UK ambassador Chloe is a sustainable style & lifestyle blogger caring about social and environmental justice. Living in Brighton, UK, Chloe is passionate about making changes wherever she can to lead a more sustainable and ethical life, which is why we’re curious to hear about her top tips for saving water at home.



1. HAVE SHORTER SHOWERS OR (WHAT I LIKE TO CALL) ‘HALF BATHS’

This is one of the easiest ways to save water at home. Showers and baths account for more than a third of household water usage, with each minute of running water using 10 litres on average. Cutting your daily shower from 8 minutes to 4 minutes saves over 1,000 litres of water a month! Another tip to reduce shower time is washing your hair less frequently. I like to wash mine once or twice a week and use Maria Nila’s Cleansing Powder between washes if needed!



2. TURN OFF THE TAP

When you wash your face and clean your teeth, do you leave the water running without noticing? Leaving a tap running wastes up to six litres of water a minute. Making sure to turn the tap off when you’re not using it is an easy change we can all make.



3. BUY SECOND-HAND CLOTHES

It might surprise you that the garment industry is the world’s third largest water user. It takes 20,000 litres of water to make just one cotton t-shirt and one pair of jeans! Buying second-hand fashion is a fantastic and fun way to reduce your water consumption.



4. WASH YOUR CLOTHES LESS

Do you automatically throw your clothes in your laundry basket after you take them off? The average washing machine uses 50 litres of water per load. Lots of clothing items don’t need washing every time. For example, jeans can go months without being washed! Reduce your usage by checking each item before putting it in the washing basket, and only washing full loads. Doing less washing saves water and saves your time!



5. SWITCH TO A VEGAN OR PLANT BASED DIET

The meat industry uses a surprising amount of the earth’s resources. It takes over 2,000 litres of water to make one 150 g beef burger! The meat industry is so water intensive that cutting meat from your diet can reduce your personal water consumption by up to 60%! Reducing your water consumption is just one of many great reasons to go vegan!

I hope these tips are helpful. Being conscious about your water consumption is great for the planet & great for your pocket too!

Find out more about Chloe and get inspired at:

CHLOEHLENMILES.COM
@CHLOEHLENMILES (INSTAGRAM)

THE NEW BELUGA LIFE

On August 7, 2020, the world's first sanctuary for belugas welcomed their first anticipated guests, Little Grey & Little White. After an epic 6,000 mile journey from Shanghai to Iceland, the two whales have been spending time in a quarantine pool before being safely released into the open sea, free from a life in captivity.



Sea Life Trust is a global charity organization fighting to protect the ocean and marine wildlife. Through global initiatives and campaigns, they educate, raise awareness and run marine life sanctuaries. Their important work includes advocating for a plastic-free ocean and to end the overexploitation of marine life. Most recently, they have partnered with the Whale and Dolphin Conservation (WDC) and established the first sea-based sanctuary for beluga whales in Iceland. The mission is to supply captive whales with a safe and more natural home while helping them return safely to a life in the ocean. In August 2020, the first residents Little Grey and Little White moved out to the bay.

Caught from the wild

Born in Russian Arctic waters, it is believed that Little Grey and Little White were only 2-3 years old when they became victims of the shadowy, and often illegal, trade of wildlife animals. After being brought from a Russian research facility to Shanghai in 2011, they were tamed and trained to perform for the entertainment of thousands of visitors at Changfeng Ocean World. The aquarium was later bought by Merlin Entertainments, a company that does not believe whales and dolphins (cetaceans) should be kept for frivolous entertainment, and the plan of releasing Little Grey and Little White began. Now, for the first time in a decade, they have been freed to swim in the sea in an 8-acre open water sanctuary off the south coast of Iceland. Andy Bool is Head of the Sea Life Trust organization and has been involved in the project from start.

– Little Grey and Little White were caught from the wild in Russia when they were very young. After being sold from a Russian research facility to Changfeng Ocean World, they were performing in shows on a daily basis, says Andy Bool. Luckily, their lives took a turn for the better when Merlin Entertainments bought the water park in 2012. Merlin does not believe that cetaceans should be on display for frivolous entertainment, so they started working with us at Sea Life Trust to find an alternative for Little Grey and Little White.

Planning the rehoming has not been an easy task. Andy explains that it has taken almost eight years to make it reality.

– The hardest part before the actual move itself was to find the right location for a sea based sanctuary. Beluga whales spend their time in cold northern waters, so we had to find somewhere that would match their experience in the wild. We looked at several different locations, from Russia to Canada and even Scotland. After four years of searching, someone suggested the Icelandic bay that is now their home, and it is ideal. The bay is a safe space surrounded by cliffs and has similar conditions to those they would naturally live in, says Andy.

The community welcomed the idea of building the world's first beluga whale sanctuary, which included a landside facility five minutes from the bay. Being close to the whales makes it easier for the team at Sea Life Trust to keep the whales safe and healthy. Although lucky to have finally found a location, the team faced a new challenge. How do you move two whales weighing almost a ton each without compromising on their welfare?

– Preparing them for their 6,000 miles journey from Shanghai to Iceland took a lot of planning. The first part was planning for a journey that would be as quick and comfortable as possible. The second was training them for both the transportation and for where they were going, says Andy.

The Historical Journey

Before embarking on their epic journey, Little Grey and Little White underwent a special training program that would get them ready. As they were going to spend more time underwater at the sanctuary, they practiced holding their breath for longer than usual. In the wild, belugas can hold their breath for 20 minutes, but when you live in a pool, that is not necessary. The whales were also getting used to colder water and re-introduced to objects that they might encounter in their new natural home. The training went on for a couple of years.

– The water in Shanghai was at 15 degrees, in Iceland it's around 6-13 depending on the season, so one part of

the training was letting them cope with colder water, says Andy. We also encouraged them to build up their stamina. They have lived in a small pool for all their lives so an important part of building up their strength and resilience was to have them swim around the pool for as long and as fast as they could.

The complex logistics planned for this historical journey was done by a carefully selected team of experts and veterinarians to ensure the wellbeing of the whales. The 13-year-old whales weigh nearly a ton each, are four meters long and consume 110 pounds of fish per day. To transport them, the team had to design special equipment and tools to make the belugas as comfortable as possible. The journey took 30 hours to complete and began in Shanghai on June 19, 2019. On the first stage of the operation, Little Grey and Little White were lifted onto specially designed stretchers that had been measured to their physical requirements. After being carefully placed in their tailor-made transportation tank, a crane lifted them out of the pool and onto two lorries that transported them to the airport. At the runway, a specially designed airplane donated by Cargolux Airlines waited for them, ready to hit the sky and fly across the globe to Iceland. Throughout the flight, the whales were constantly monitored by veterinarians before landing safely at Keflavik Airport. There, they were driven to catch a ferry to Heimaey Island and their new home.

– It is quite a complex journey. We were supposed to begin in April last year, but the weather was really bad in Iceland, so the ferry journey could not have happened. We even spoke to the U.S. air force to have a Hercules plane fly them from Keflavik, but that was not possible, says Andy. The agreement with the Icelandic authorities was that they would spend some time in a quarantine pool, and it also took some time for the whales to recover from the journey. Altogether, the project took longer than initially planned.

A Great Responsibility

When the first stage of their journey was completed, Andy describes a feeling of elation.

– Seeing that plane land on Iceland was a fantastic feeling, but it was also a feeling of immense responsibility. Little Grey and Little White are teenagers that are expected to live until they're 40 or 50 years old, so we are committed to caring for them for the next 30 or 40 years. I really sensed that feeling of responsibility when I saw them swimming around in the pool on the night they arrived. I remember watching them as they swam by, and it was an emotional feeling when they looked at me as if to say 'we're your responsibility now', says Andy. When they look at you, they really look at you. There is something behind their eyes, you can tell there is an intelligence there.

The years in captivity have made the whales incapable of surviving in the wild, but their stay at Sea Life Trust sanctuary will gradually help them to adapt and learn how to live on their own. Andy is excited for what the future will bring, both for the whales and for the sanctuary.

– All those years in captivity have made them unable to survive in the wild. Our job is to help them adapt and learn to live in their new natural environment, says Andy. We do not think that they will ever be able to be released into the wild, but never say never. No one has ever done this before, so you never know how they will grow and adapt to the natural environment they are in. We just have to take everything step by step and ensure their welfare, but it would be great to see.

The Goal is High

The open bay sanctuary is a global marine welfare project that aims to become a blueprint to establish many more sanctuaries for cetaceans around the globe, and Sea Life Trust's goal is high. Ultimately, the organization hopes that 3,000 cetaceans currently living in captivity will have the opportunity to be rehomed to seawater sanctuaries. However, to achieve that goal, they need support.

– Two beluga whales are not a pod. We have the ability to keep ten whales in the sanctuary, and that would be better for their mental wellbeing. Seeing Little Grey and Little White swimming together for the first time in

the bay, with the cliffs in the background and their backs coming up from the water was a powerful feeling. I really hope that more captive whales can experience that, says Andy. Covid-19 has affected us in many ways, especially on a financial level. The domestic tourists have been very supportive, but the lack of visitors have had a huge impact on our income. Partnerships like this one with Maria Nila is a lifesaver.

Andy hopes that a research study tracking improvements in Little Grey and Little White's welfare will persuade places that have beluga whales that there is an alternative way of caring for these animals and that in turn leads to more belugas having the chance to join Little White and Little Grey.

– To support us, the easiest way is to donate. However, not everyone has that opportunity. Another way to help us and the wellbeing of whales around the world is to make better choices. That includes getting educated on the issue and thinking twice about visiting facilities that are home to whales and dolphins. Many companies are not selling trips to facilities that keep cetaceans anymore, but they are supporting sanctuaries instead, says Andy. Hopefully, our sanctuary will be the first of many that will contribute to a better tomorrow.



Name: Little Grey & Little White
Date of birth: Approximately 2007
Sex: Female
Place of origin: Russia
Weight: Around 900 kg
Length: Around 4 meters long
Diet: Herring and Capelin
Personality: Little Grey is a very playful whale. She is always curious and willing to learn new things. She also has a mischievous side to her personality and likes to spit water at the Animal Care Team. Little White is a shy whale. She is much more reserved than Little Grey but still likes to play and forms close bonds with her handlers.

The Friendly Years

AT MARIA NILA, WE STRONGLY BELIEVE THAT BEAUTY SHOULD BE FUN, FRIENDLY AND SUSTAINABLE. THESE VALUES ARE IN OUR DNA AND DEFINE EVERYTHING WE DO. SO, SINCE 2016, WE HAVE UNITED OUR COMMUNITY OF HAIRDRESSERS, SALONS, AMBASSADORS AND CONSUMERS TO MAKE A DIFFERENCE FOR A FRIENDLIER FUTURE. LOOKING BACK, IT HAS BEEN AN EMOTIONAL AND ENGAGING JOURNEY THAT MAKES US PROUD OF WHAT WE HAVE ACHIEVED TOGETHER.

2016 | THE FRIENDLY YEAR FOR ELEPHANTS

Together with salons and influencers in the Nordics, we gathered 10.000 € to Elephants Alive to help them restore one of southern Africa's most important elephant populations. (elephantsalive.org)

2017 | THE FRIENDLY YEAR FOR MANTA RAYS

Thanks to The Perfect World Foundation, we connected with the Manta Trust that helps protect manta rays and other marine life in Indonesia. During the year, we supported the organization and their important work with 10.000 €. (mantatrust.org)

2018 | THE FRIENDLY YEAR FOR ANTI-POACHING

We raised over 20.000 € to the anti-poaching organizations The Black Mambas and The Bush Babies in South Africa. The work is driven by females that protect endangered species on the savannah while educating future generations on the importance of protecting wildlife. (blackmambas.org)

2019 | THE FRIENDLY YEAR FOR RHINOS

A highly coveted commodity on the black market, the rhino personifies an endangered species and is in urgent need of protection. Together with our community, we raised 50.000 € to Care for Wild Sanctuary that provides care and rehabilitation for orphaned rhinos. (careforwild.co.za)

2020 | THE FRIENDLY YEAR FOR BELUGA WHALES

This year on November 1st, we proudly introduce The Friendly Year of the Beluga Whales – although we will have a little pre-launch at our website starting in October. Between October 23rd–November 10th we will be donating all proceeds from our Vegan Day box at marianila.com to the protection of the whales. Join the journey at: theperfectworld.com/en/what-we-do/save-the-beluga



**140.000 m²
LAND REFORESTED**

— Eq. to 26 football fields!

Since 2017 we have managed to plant over 140.000 m² (14 hectares) of forest in Nicaragua as a part of our climate compensation program in collaboration with Plan Vivo. That is equivalent to 26 full football fields! This would not be possible without the amazing support from our customers all around the world. Together we can make a friendlier choice when it comes to selecting beauty products – and every time you buy a Maria Nila product you invest in planting new trees to this world.

We are very proud and happy to continue our work with Plan Vivo and the farmers in Nicaragua.

“

When I started reforestation, people thought I was crazy. Now my neighbours are following my example. Together we can improve the climate.

— OTILIO SANCHEZ MOLINA,
2019 FARMER & PROUD GRANDFATHER

”





DISCOVER MARIA NILA



OCEAN WASTE PLASTIC | VEGAN & CERTIFIED ORGANIC | BOTANICAL PROTEINS
SULPHATE & SILICON FREE | PRODUCED IN SWEDEN

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