

The pure water and pristine wilderness of the Arctic have inspired the creation of an organic herbal soap with no additives or perfume. All soaps by *ulu.care* are made with organic oils and wild hand-picked herbs like Labrador tea and angelica that have been gathered by the Inuit in Greenland for thousands of years and prized for their medicinal qualities. The only other ingredient is purified Greenlandic water, which is already some of the cleanest in the world.



Made from scratch in the idyllic town of Narsaq in South Greenland, this natural soap can be used all over the body and is especially sought after by people who suffer from allergies.



The Greenlandic company *ulu.care* is owned and operated by Theodora Høegh, a local woman who has chosen the *ulu*, the traditional Inuit woman's knife, as the symbol for her small yet rapidly growing business.

The response by consumers in her native Greenland – and tourists visiting this remote Arctic island – has been phenomenal, prompting her to expand abroad and bring these secrets of the North to the rest of the world.

Theodora started producing soap in July 2013 and already by October she had launched her own official business.

Daily production rapidly increased from 16 bars of soap to 144 and today she produces an average of 288 bars every day.

Her soap is sold in 30 shops in Greenland, Denmark and Iceland.



Her product line features five varieties of 100 g bars of organic soap and *ulu.care* is constantly developing new types of herbal soap.

Her latest product is a 20 g bar of herbal soap for hotel guests.

In October 2014, *ulu.care* received an award from **StartUpGreenland**, a government organization for the advancement of private business in Greenland, for the idea and development of a small bar of organic soap for hotels.

