

Seacell cosmetics: natural maritime cosmetics – a gem of the Icelandic fjords for skin and body

seacell® and ascocell™: natural skincare products with Icelandic brown seaweed – a treatment that can be used alongside medical care for people with skin conditions

A kilogram of seaweed is known to boast the same active substances as 10,000 liters of seawater. Well over 80 different health-promoting elements can be detected. This has now prompted Natalia and Michael Kohne to market seacell® and ascocell™ cosmetics products under the seacell cosmetics brand. They contain unique brown seaweed active ingredients from the Westfjords of Iceland.

“Our close relationship with Iceland and Icelandic seaweed began fifteen years ago”, Natalia Kohne tells us. “At the time, Michael had been appointed managing director of a fiber factory producing fibers made from Icelandic brown seaweed for the textiles industry. I was responsible for marketing. Of course, we wanted to know what was so special about this seaweed from Iceland – so we headed out to Iceland to visit our seaweed producers.”

Michael Kohne adds: “We were immediately captivated by this wonderful country and its fantastic people. On the ground, we understood why this seaweed is so special. It comes from the sparsely populated coastlines of Westfjords of Iceland and grows like a natural gem amid this spectacular landscape, surrounded by volcanoes, geysers and hot springs. The waters here, known for being the purest in the world, receive a constant supply of precious ingredients from geothermal sources. As the water remains cold all year round, the seaweed grows very slowly and is thus enriched with minerals, vitamins, amino acids and trace elements – more than anywhere else in the world. This is what makes this brown seaweed so unique.”

ascocell™ – get that holiday feeling at home

Icelanders have been using seaweed as a dietary supplement, medicine and skincare for centuries. “As I have sensitive skin that tends towards redness and

rashes when I am stressed, I immediately wanted to get some seaweed-based skincare from the drugstore”, Natalia Kohne tells us. “Unfortunately, I was left very disappointed, as there were no seaweed-based natural cosmetics in stock. That was the beginning of our ascocell™ cosmetics range with Icelandic brown seaweed.”

ascocell™ is pure brown seaweed, 100% organic and vegan. This is produced and processed without any preservatives, additives, aromatic agents, microplastics or animal testing. The ascocell™ products – an active seaweed bath with Dead Sea salt, a detox and skincare bath, active seaweed brine, an active seaweed body wrap, and an active seaweed mask for face and neck – are made to the highest standards for organic cosmetics. Rated “very good” by Dermatest and bearing the COSMOS ORGANIC (IONC) seal, these care products promise maximum quality. Seaweed harvesting and processing is strictly controlled by independent Icelandic authorities to the highest sustainability standards.

“As well as our unique Icelandic seaweed, we also make use of natural Dead Sea salt”, Michael Kohne explains. “These two ingredients work together in our products to provide a particularly regenerative effect for stressed skin. Our cosmetics will therefore be a pleasant surprise for many people.”

The ascocell™ line consists of baths and masks for face and body, and helps you wind down. Make sure you take the time to enjoy applying the product and relish the beneficial skincare and regenerative relaxation it provides – like a thalassotherapy treatment at home. The products revitalize the outer layers of the skin and offer a firming and soothing effect. As well as leaving skin feeling healthy, happy and baby soft, ascocell™ products are also completely fragrance-free. This makes them an excellent supportive treatment for neurodermatitis and psoriasis that can be used alongside medical care.

These are joined by ascocell™ organic brown seaweed capsules, which serve as a dietary supplement. They contain powdered seaweed and support a well-balanced diet. The sea’s natural iodine content makes the capsules an alternative to fish or seafood. This makes them particularly suitable for vegetarians and vegans. They are made of plant-based cellulose and have sustainable packaging.

The incomparable CELTIC LINE formula – premium cosmetics straight from the natural world

“Of course, it was clear to us that we wanted to use brown seaweed to create uncomplicated skincare for everyday application that made full use of the seaweed’s power”, Natalia Kohne emphasizes. “We spent a long time looking for an extract producer that could process the seaweed without losing the substances it contains.

Unfortunately, it became clear that the extraction processes available on the market destroyed most of seaweed's ingredients.

Thanks to our Icelandic friends, we ultimately managed to delicately extract the rich ingredients and make full use of their effects. This extract is gently produced using an old Celtic process that preserves the seaweed's full bioactive effect. With the help of an experienced natural cosmetics producer, we eventually created our seacell® CELTIC LINE seaweed cosmetics series.”

The seacell® CELTIC LINE contains four products: ENERGY SERUM, FACE CREAM, BODY LOTION and SOS REPAIR CREME. This Celtic cosmetics line does much more than just making normal skin happy: the skincare is specially tailored to the needs of irritated, stressed and damaged skin. The fragrance-free series, made to the high natural cosmetics standards of COSMOS NATURAL, provides certified skincare with its unique CELTIC FORMULA. It boosts skin regeneration, and thus quick natural development of the skin barrier. Special ingredients from this secret and powerful CELTIC FORMULA – offering protection against free radicals – ensure that skin cells absorb all active ingredients immediately. This helps the skin to relax quickly, leaving it soothed and giving it back its radiance.

About seacell cosmetics: seacell cosmetics markets the certified and tested skincare and natural cosmetics brands seacell® and ascocell™. The key essence used in the products is Icelandic brown seaweed. This seaweed is then supplemented with Dead Sea salt to create the ascocell™ product series. seacell® CELTIC LINE, presented for the first time at the trade fair, is based on the CELTIC formula developed to an old Celtic recipe. This ensures that the seaweed's full bioactive effect is preserved. seacell cosmetics is a family company and has been working with seaweed for 15 years, using the perfect conditions in the Westfjords of Iceland to produce natural products for people with both normal and damaged skin. We also offer dietary supplements. Our company's motto is fairness, sustainability and comfortable skin for our customers! Further information about our products is available at www.seacell-cosmetics.com.