

PRESS RELEASE

APRIL 14TH, 2023

Insight Cosmetics becomes the exclusive distributor of YOUNGBLOOD™ in Denmark, Sweden, Norway, Finland and Iceland

We are very excited to share that Insight Cosmetics today has become the exclusive distributor of the professional, American high-end and ultra-luxurious makeup brand Youngblood™ in Denmark, Sweden, Norway, Finland and Iceland.

Youngblood™ stands for “**Clean Beauty**” – providing the luxury desire, with the ingredients you deserve and suitable for all skin types. The brand has set the **highest industry standard** of performance and quality by eliminating the use of any potentially skin irritating materials. In addition, all products are cruelty free, paraben free, talc free, mineral oil free and of course vegan.

Youngblood™ has been present in the Nordic markets for nearly 25 years through a few strong distributors, why we at Insight Cosmetics are proud to be trusted the exclusive responsibility of **bringing Youngblood™ towards a new momentum** in Northern Europe.



“We are honored to welcome Youngblood into the ICG family. Youngblood is a true reflection of our portfolio – a luxurious makeup brand with strong core values and uncompromised quality, which we at Insight Cosmetics appreciate and look forward to working with”

Mina Z. Lorenzen
Founder of Insight Cosmetics

During the coming months we will prepare for the full takeover of the Youngblood™ distribution within training and education, in salon marketing, brand building, attractive onboarding offers and of course our 98% order fulfillment rate and same day shipping commitment.

Sign up for updates on Youngblood™ here: <https://info.insightcosmetics.com/en/youngbloodprelaunch>

Contact information

Nis Juhl Lorenzen, CEO, Insight Cosmetics
E-mail: njl@insightcosmetics.com
Phone: +45 41 99 64 22

About us:

Insight Cosmetics is one of Europe’s largest value-added distributors of professional cosmetic brands. From local offices in 10 countries, we educate and distribute high-end beauty brands to more than 13.000 beauty and nail salons, hotels, and spas across Northern and Western Europe. We are financially AAA-rated and are the receiver of Best in Market Execution Worldwide awards from global brands as well as Best in Supplier Service & Innovation Industry Awards from our customers.

YOUNGBLOOD®
MINERAL COSMETICS

LUXURY YOU WANT
INGREDIENTS YOU DESERVE

