



## Announcing New Strategic Distributor Partnership With **Nørdic Selfcare Institute**

We are pleased to announce that we have entered into a strategic agreement with Nørdic Selfcare Institute to distribute SkinMTX's innovative products and proven treatment range throughout the North American market.

**SkinMTX** is a dermatological-grade skincare brand formulated for proven, sustainable results. With expertise in pre and post skincare regimens as well as in-clinic treatments, SkinMTX has been driving innovations in aesthetic skincare with unrivalled potency, delivering optimal efficacy with superior safety that is tailored to the needs of every unique skin type.

SkinMTX received its latest recognition by clinching the 2021 Beauty Insider Award – Best in Anti-Aging title. The winning product, TeloZyme™ Youth Activator, is a revolutionary multifaceted serum that is formulated based on the Nobel Prize-winning discovery of telomeres and how the deterioration of this part of the DNA structure accelerates cell aging. This ground-breaking innovation is specially formulated to work at the key cell matrix of skin's youthfulness by targeting the health of telomeres.

**Nørdic Selfcare Institute** offers scientifically backed cosmeceuticals that addresses their clients' needs, and carefully selects their partners based on quality and proven results. Their extensive representation across Canada and the US makes them the ideal partner to bring the SkinMTX brand to the market, ensuring a broader availability throughout the region.

With the industry expertise and emphasis on efficacy, quality, and safety from both organizations, this new partnership foresees a mutually beneficial growth for both parties.

We at SkinMTX are excited with this new collaboration and we are confident that our partnership with Nørdic Selfcare Institute will provide our customers with local presence, and outstanding support and dedication, without compromising on quality.

So, to all beauty enthusiasts, keep an eye out for SkinMTX products, coming your way soon!

