



PLY SKIN

**THE ANTI-BEAUTY
BEAUTY BRAND**

DEAR RULE-BREAKER AND FUTURE-MAKER

Break barriers in life, in society, in anything
that limits you. Just don't break your skin
barrier while you're at it.



**BREAK ALL
BARRIERS BUT
THE SKIN**



THE ANTI-BEAUTY BEAUTY BRAND

We're "anti-beauty" because we reject the industry's endless pursuit of perfection. Beauty isn't about changing yourself to fit someone else's standard. It's about feeling confident in your own skin, embracing your features, and taking care of yourself on your own terms.





OUR VALUES

INCLUSION, FLUIDITY, AND BOLD CURIOSITY

We celebrate diversity, embrace change, and push back on outdated beauty norms—creating skincare that lets you show up as your true self every day. With these values, we're here to make a difference and keep moving the idea of beauty forward.

Skincare for all identities.



TARGET GROUP

MEET ALEX

Our target audience persona, Alex, embodies the **vibrant** and **inclusive** ethos of PLY.

Aged 16-28, Alex is bold, **expressive**, and **digitally savvy**. They value **authenticity**, **diversity**, and **individuality**, making them a perfect representative of Ply's anti-beauty beauty stance.

Alex is not just a consumer but a living **ambassador** of Ply's spirit, blending **activism** with **playful** self-expression.

OUR PRODUCTS

They all focus on supporting skin health and balance through barrier protection, hydration, and soothing properties:



BEAM DROPS

Achieve an instant, luminous, dewy complexion with our Beam Drops. This innovative serum combines hydration, radiance-boosting ingredients, and powerful antioxidants, delivering a natural glow to your skin.

Formulated to suit all skin types, these drops give your skin a radiant finish that's perfect on its own, under makeup or as a finishing touch up on top of your makeup.

349 NOK
50 ML





BENEFITS/INGREDIENTS

Radiance & Glow: Niacinamide (Vitamin B3) is the star ingredient, working to even out skin tone, refine pores, and boost radiance. It helps bring out your skin's natural glow, making dullness a thing of the past.

Long-Lasting Hydration: Infused with Hyaluronic Acid and Glycerin, these drops deeply hydrate the skin, keeping it plump, soft, and dewy throughout the day.

Antioxidant Protection: Vitamin E delivers powerful antioxidant benefits, protecting the skin from environmental stress and promoting a youthful appearance.

Gentle Exfoliation: AHA exfoliates to reveal fresh, smooth skin, enhancing your natural glow.

CARE CREAM

Care Cream is your go-to skincare solution for soothing, hydrating, and strengthening your skin's natural barrier.

Specially formulated with a powerful blend of active ingredients, this cream provides multi-layered benefits for healthier and brighter skin.

379 NOK
50 ML





BENEFITS/INGREDIENTS

Balancing: Niacinamide (Vitamin B3) works to control oil production, reduce inflammation, and minimize breakouts.

Antioxidant Power: Vitamin E protects your skin from environmental stressors by neutralizing free radicals.

Barrier Support: Essential skin-identical ingredients like Glycerin, Squalane, and Ceramides deeply hydrate and strengthen your skin's barrier, protecting against moisture loss and external irritants.

Soothing Comfort: Panthenol (Pro-Vitamin B5) calms and soothes sensitive or irritated skin, reducing redness and discomfort for lasting comfort.

CLEAN SLATE

Discover the magic of Clean Slate a powerhouse blend of Vitamin C and Niacinamide that cleanses without compromise. This effective yet gentle formula effortlessly removes makeup and impurities, while lactic acid works its exfoliating magic to reveal healthy, glowing skin.

Our cleanser is enriched with moisturizing glycerin and betaine, creating a luxurious foam that leaves your skin soft, silky, and smooth.

199 NOK
200 ML





BENEFITS/INGREDIENTS

Hydration & Skin Barrier Support: Hydrating heroes Glycerin and Betaine work together to lock in moisture, leaving your skin soft, smooth, and protected.

Balanced Skin: With Vitamin B3 (Niacinamide) and Vitamin C), this cleanser helps to minimize pores and reduce the appearance of blemishes.

Antioxidant Protection: Vitamin E defends against environmental stress, keeping your skin radiant and youthful-looking.

Soothing & Calming: Panthenol help calm the skin, reducing any redness or irritation for a refreshed feeling.

Balanced pH & Skin-Softening Formula: AHA acid exfoliates dead skin cells which helps to smooth and even out the skin tone leaving your skin refreshed with a new glow.

ACCESSORIES



The Hairband
99 NOK

The Chrome Bag
199 NOK

Sustainability

Made in Sweden with carefully chosen ingredients and mindful launches, our skincare cares for both you and the planet. Every product is vegan, cruelty-free, gluten-free, and fragrance-free. We're here to respect the environment, cut down on waste, and put well-being first, every step of the way.



The Founders



Christopher Waldekrantz



Morten Hegseth



Jone Fjellstad



plyskin.com

[@plyskincare](https://www.instagram.com/plyskincare)

hello@plyskin.com