



*Moi'*Forest

We bring the healing properties of the forest to your daily life in the city ♡

Along with urbanization, the majority of people are no longer in daily contact with nature. This has prevented exposure to the beneficial microbes found in soil, resulting in an increase in various health and skin issues. Daily exposure to the forest is a natural way to strengthen the skin's microbiome. In urban environments, the skin's immune system is robbed of this natural boost.

Forest soils are proven to contain microbes that are beneficial for human skin and wellbeing. Exposure to these prevents and treats lifestyle-related diseases that are increasingly prevalent in the western world.

NATURE CONNECTION - SKIN - IMMUNE SYSTEM

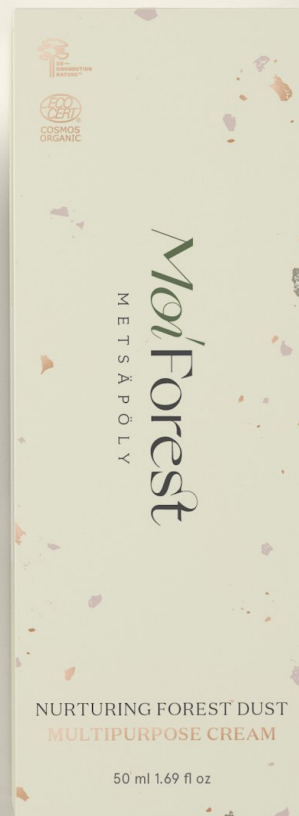
Moi Forest products have been developed to boost the skin through their high-quality organic ingredients and microbial extract developed by Finnish universities. The Reconnecting Nature™ microbial extract is scientifically proven to support the body's microbiome when applied to skin.

Moi Forest skincare products make the healing properties of forest bathing a part of daily life in the city.

Moi Forest brings the healing properties of the forest into your own bathroom.

Forest bath gives a daily practise to the immune system through the skin.

With connection to versatile microbes and caring ingredients the skin can repair and heal itself.



Forest Dust

Multipurpose Cream

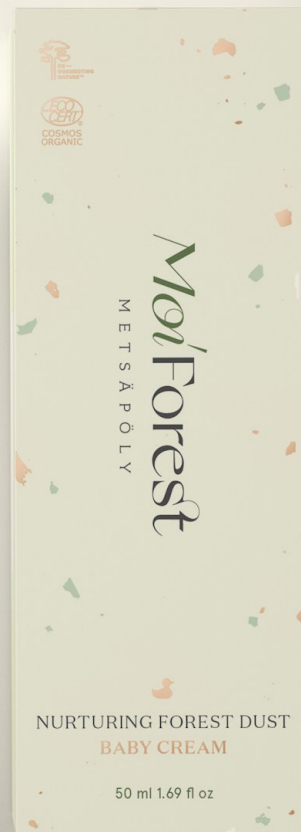
Moi Forest -products contain Reconnecting Nature™ microbial extract which is scientifically proven to support the body's microbiome and immune system when applied to skin.

Nurturing Forest Bath for Your Skin

50 ml 1.69 fl oz

Multipurpose Cream is suitable to anyone who needs a soothing and nurturing cream for dry skin areas. The cream enhances the skin's microbiome making it more versatile and the skin starts to feel better. Apply cream at least once a day on a skin area as wide as 10 cm x 20 cm.

- ☐ Mineral and antioxidant rich birch sap moisturises the skin and supports normal cell functions.
- ☐ Organic plant oils and essential fatty acids protect and soften the skin.
- ☐ Cream leaves a pleasant, soft feeling on the skin.
- ☐ Product has a strong color but it doesn't dye skin or clothes permanently. The color comes from microbial extract.
- ☐ Mild natural scent and preservatives.



Forest Dust Baby Cream

Moi Forest -tuotteet sisältävät kehon immunitettia sekä ihon mikrobiomia tutkitusti vahvistavaa Reconnecting Nature™ -mikrobiuutetta.

Nurturing Forest Bath for Your Baby's Skin

50 ml 1.69 fl oz

Every baby is a wonderful miracle of nature. Pamper your baby or toddler with this cream that contains carefully selected soothing ingredients suitable for the sensitive skin of a small child. A child's immune system is built during the first three years, meaning that diverse microbial exposure is a good thing: Take your baby for a trip to a forest, let a dog kiss your little one's face and don't forget to jump in puddles! Also Moi Forest products are designed to boost a child's skin through their forest-derived microbial extract developed by Finnish universities. The Reconnecting Nature™ extract is proven to boost the immune system when applied to the skin. Apply cream at least once a day onto a skin area as wide as 10 cm x 20 cm.

- ☐ Especially mild natural scent and preservatives.
- ☐ Moisturising plant extracts and cold pressed plant oils balance the skin.
- ☐ Product has a strong color but it doesn't dye skin or clothes permanently. The color comes from microbial extract.



Our products

- Help balance the microbiome on the skin but also in the whole body
- Help to get rid of skin problems and to boost the immune system
- Are natural, safe and effective
- Contain organic birch sap, wild blueberry oil, oat oil and thousands of good microbes from Finnish forests

“Exposure for as little as two weeks can improve the
biodiversity of a human living in a city.”

*Heikki Hyöty, MD, PhD, Professor of Virology at Tampere University, Co-Founder/ Uute
Scientific*

What is microbiome and why we need microbes?

The evolution of microbes has led to the development of all the living creatures on our planet: Plant cells → atmosphere with oxygen → more complicated life forms

We live in a symbiosis with plants and other species via our microbes and we would not survive without this symbiosis.

Microbiome refers to all the different microbe genes we have in our body. Microbiome starts to form already when we are still in our mothers womb.

In the first three years of our lives our immune system learns to separate the threats from the not threatful things in our environment

Also the microbiome is developed in those years so that certain commensal microbes settle in to our body and determine what kind of other microbes can live in our body.



It's as important that our immune system knows when it doesn't need to react as it knows when to react!

Nature connection via microbes

We can train our immune system in every age but children get the results more quickly.

When the Reconnectin Nature™ -microbial extract is in contact with the skin, the receptors that recognise the proteins on the microbes cell membranes start to signal to our immune system → regulatory T-cells (white blood cells) will be activated and they start to produce cytokines that will regulate the inflammation in our body → the inflammation shuts down.

The appearance of the proteins in forest microbes on the skin changes the amount and relations of the cytokines into better direction. (Study: Roslund et al. Science Advances, 2020).

This kind of signaling trains our immune system to work as it's supposed to.

Benefits of microbial extract for the skin:

It balances the microbiome in our skin so that our skin cells can function optimally and start to produce antimicrobial peptides to fight against potential pathogens.

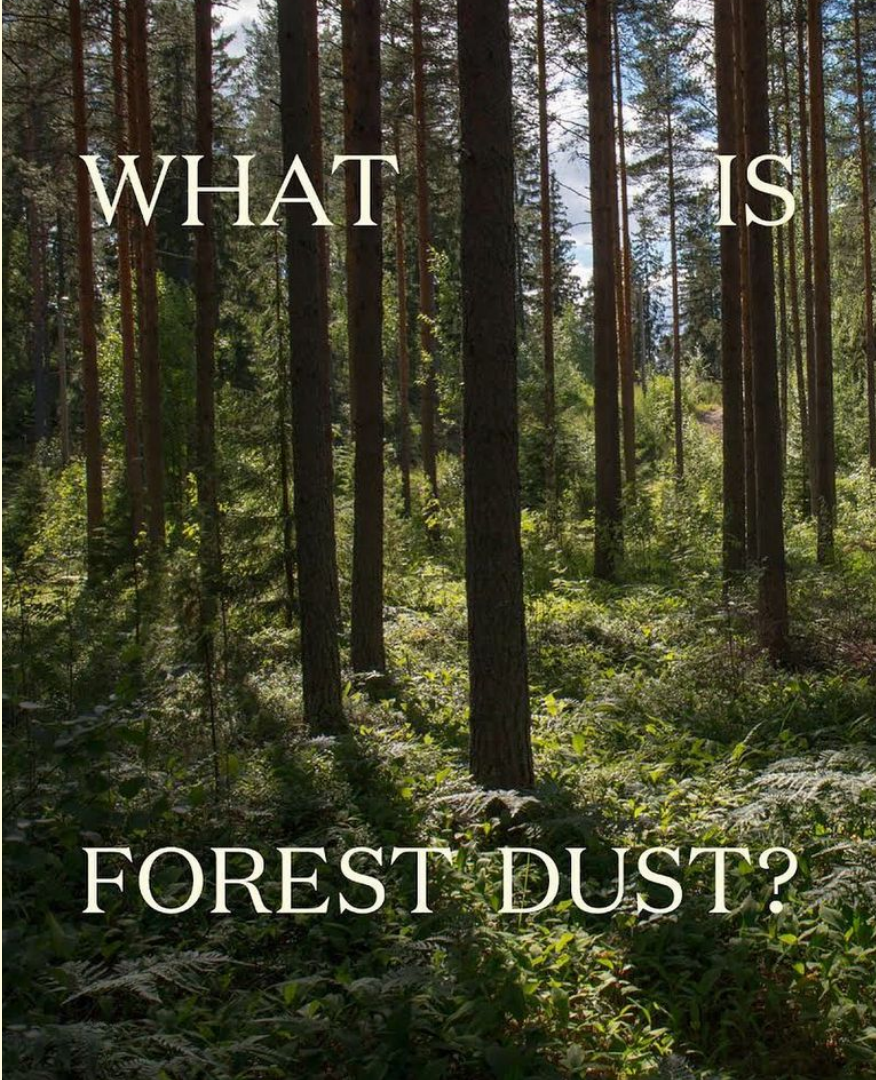
It contains proteins and butyrates (produced by forest microbes) which feed skin microbes that keep the skin in balance.

Reconnecting Nature™ -microbial extract

The microbial extract derived from Finnish nature is scientifically proven to support and strengthen the immune system. The innovation is the product of the joint Adele project of the University of Helsinki and Tampere University. The project develops ways to prevent immune-mediated diseases including most allergies, asthma, autoimmune diseases and inflammatory bowel diseases. According to current understanding, a rapid increase in these is explained by reduced, unilateral exposure to microbes, whereas repeated exposure to nature prevents them.

It is the substance with the diverse microbes from forests and agricultural environments, which help to correct the development of the immune system.

It has a biodiversically rich microbial composition. We measure it by the Shannon's diversity index and amount of species. In order to ensure batch to batch standardization and efficacy we use Next Generation Sequencing (NGS).



WHAT IS

FOREST DUST?

It's more than a probiotic - It is an microbial ecosystem from Finnish Forest!

phyla Actinobacteria, Acidobacteria, Bacteroidetes, Firmicutes, Proteobacteria, or a combination thereof. Within Proteobacteria, the selection can be made from Alphaproteobacteria, Betaproteobacteria, Gammaproteobacteria. In the embodiment presented in example 3, non-culturable bacteria that are present in the immunomodulatory composition are selected from phyla Acidobacteria, Actinobacteria, Armatimonadetes, Bacteroidetes, BRC1, Chlamydiae, Chloroflexi, Deinococcus-Thermus, Firmicutes, Gemmatimonadetes, Nitrospirae, OD1, OP11, Planctomycetes, Proteobacteria, TM7, and Verrucomicrobia; classes Acidobacteria_Gp1, Acidobacteria_Gp10, Acidobacteria_Gp16, Acidobacteria_Gp17, Acidobacteria_Gp2, Acidobacteria_Gp21, Acidobacteria_Gp22, Acidobacteria_Gp3, Acidobacteria_Gp4, Acidobacteria_Gp6, Acidobacteria_Gp7, Actinobacteria, Alphaproteobacteria, Anaerolineae, Armatimonadetes_gp2_class_incertae_sedis, Armatimonadetes_gp5_class_incertae_sedis, Armatimonadetes, Bacilli, Bacteroidetes_incertae_sedis_class_incertae_sedis, Bacteroidia, Betaproteobacteria, BRC1_class_incertae_sedis, Caldilineae, Chlamydiae, Clostridia, Deinococci, Deltaproteobacteria, Flavobacteria, Gammaproteobacteria, Gemmatimonadetes, Ignavibacteria, Nitrospirae, OD1_class_incertae_sedis, OP11_class_incertae_sedis, Opitutae, Planctomycetacia, Spartobacteria, Sphingobacteria, Subdivison3, Thermomicrobia, TM7 class_incertae_sedis, and Verrucomicrobiae; orders Acidimicrobiales, Acidobacteria_Gp1_order_incertae_sedis, Acidobacteria_Gp10_order_incertae_sedis, Acidobacteria_Gp16_order_incertae_sedis, Acidobacteria_Gp17_order_incertae_sedis, Acidobacteria_Gp2_order_incertae_sedis, Acidobacteria_Gp21_order_incertae_sedis, Acidobacteria_Gp22_order_incertae_sedis, Acidobacteria_Gp3_order_incertae_sedis, Acidobacteria_Gp4_order_incertae_sedis, Acidobacteria_Gp6_order_incertae_sedis, Acidobacteria_Gp7_order_incertae_sedis, Actinomycetales, Alphaproteobacteria_order_incertae_sedis, Alteromonadales, Anaerolineales, Armatimonadales, Armatimonadetes_gp2_order_incertae_sedis, Armatimonadetes_gp5_order_incertae_sedis, Bacillales, Bacteroidales, Bacteroidetes_incertae_sedis_order_incertae_sedis, Bdellovibrionales, BRC1_order_incertae_sedis, Caldilineales, Caulobacterales, Chlamydiales, Clostridiales, Deinococcales, Deltaproteobacteria_order_incertae_sedis, Desulfurimonadales, Flavobacteriales, Gammaproteobacteria_order_incertae_sedis, Gemmatimonadales, Hydrogenophiles, Ignavibacteriales, Lactobacillales, Legionellales, Methylococcales, Myxococcales, Nitrosomonadales, Nitrospirales, OD1_order_incertae_sedis, OP11_order_incertae_sedis, Opitutales, Planctomycetales, Pseudomonadales, Puniceicoccales, Rhizobiales, Rhodospirillales, Rubrobacterales, Solirubacterales, Spartobacteria_order_incertae_sedis, Sphaerobacterales, Sphingobacteriales, Subdivison3_order_incertae_sedis, TM7_order_incertae_sedis, Verrucomicrobiales, and Xanthomonadales; 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and genera 3 genus_incertae_sedis, *Aciditerrimonas*, *Actinomadura*, *Actinospira*, *Adhaeribacter*, *Aequorivita*, *Algoriphagus*, *Alicyclobacillus*, *Alkanibacter*, *Alterococcus*, *Ammoniphilus*, *Aquicella*, *Arenibacter*, *Armatimonadetes_gp2*, *Armatimonadetes_gp5*, *Armatimonas*, *Armatimonadetes_gp1*, *Arthrobacter*, *Asticacaulis*, *Aureispira*, *Bacteriovorax*, *Bdellovibrio*, *Bellilinea*, *Blasitopirellula*, *Bosea*, *BRC1_genera_incertae_sedis*, *Caldiilinea*, *Cellvibrio*, *Chondromyces*, *Clostridium_III*, *Clostridium_sensu_stricto*, *Clostridium_XI*, *Clostridium_XIVa*, *Cohnella*, *Conexibacter*, *Crocinitomix*, *Cytophaga*, *Devosia*, *Dolosigranulum*, *Dongia*, *Dyadobacter*, *Emticia*, *Enhygromyces*, *Faecalibacterium*, *Flavobacterium*, *Fluvicola*, *Geminicoccus*, *Gemmata*, *Gemmatimonas*, *Geobacter*, *Gillisia*, *Gp1*, *Gp10*, *Gp16*, *Gp17*, *Gp2*, *Gp21*, *Gp22*, *Gp3*, *Gp4*, *Gp6*, *Gp7*, *Haliscomenobacter*, *Hymenobacter*, *Ignavibacterium*, *Labrys*, *Lactococcus*, *Levinella*, *Longilinea*, *Luteolibacter*, *Lutibacter*, *Magnetospirillum*, *Marinobacter*, *Marinoscillum*, *Methylobacter*, *Methylobacterium*, *Methylocaudum*, *Nannocystis*, *Neochlamydia*, *Nitrosomonas*, *Nitrospirae*, *Nocardioides*, *Nonomuraea*, *OD1_genus_incertae_sedis*, *Obtackevangia*, *OP11_genus_incertae_sedis*, *Opitutae*, *Parachlamydia*, *Parrivacuulum*, *Pasteuria*, *Pedo bacter*, *Pelagicoccus*, *Peredibacter*, *Petrimonas*, *Planctomycetes*, *Planifilum*, *Pontibacter*, *Prostheobacter*, *Proteinidaciditum*, *Pseudocanthomonas*, *Reichenbachella*, *Rhizobium*, *Rhizomicrobium*, *Rhodanobacter*, *Rhodomicrobium*, *Rhodospirella*, *Roseomonas*, *Rubrobacter*, *Schlesneria*, *Simkani*, *Singulisphaera*, *Skermanella*, *Solimonas*, *Sorangium*, *Spartobacteria* genera_incertae_sedis, *Sphaerobacter*, *Sphingobacterium*, *Spirosoma*, *Sporacetigenium*, *Stella*, *Stenoidobacter*, *Symbiobacterium*, *Syntrophorhabdus*, *Thermoactinomyces*, *Thermobacillus*, *Thermobifida*, *Thermo bispora*, *Thermoflavimicrobium*, *Thiobacillus*, *TM7_genus_incertae_sedis*, *Truepera*, *Turnebacillus*, *Verrucomicrobium*, *Wandonia*, *Winogradskella*, and *Zavarzinella*, and at small frequencies also genera *Acinetobacter*, *Mycobacterium* and *Lactobacillus*.

Lähde:Nurminen N, Lin J, Grönroos M, Puhakka R, Kramna L, Vari HK, et al. Nature-derived microbiota exposure as a novel immunomodulatory approach. *Future Microbiol* 2018;13.

<https://doi.org/10.2217/fmb-2017-0286>.

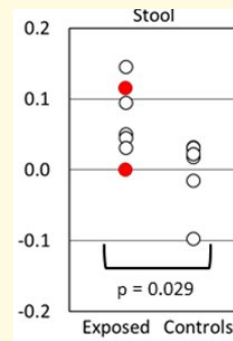
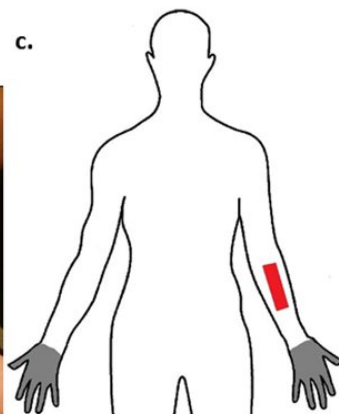
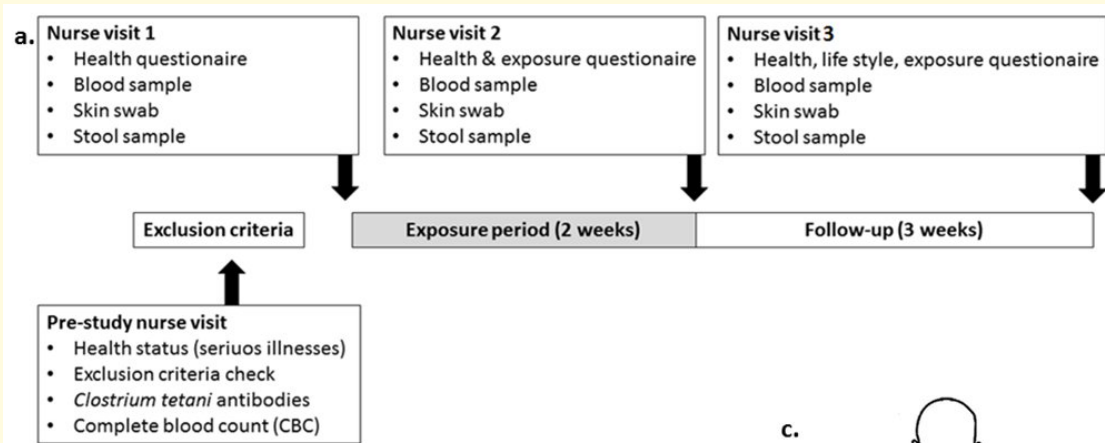
OUR ESSENTIALS



Improve your skin barrier and nature connection

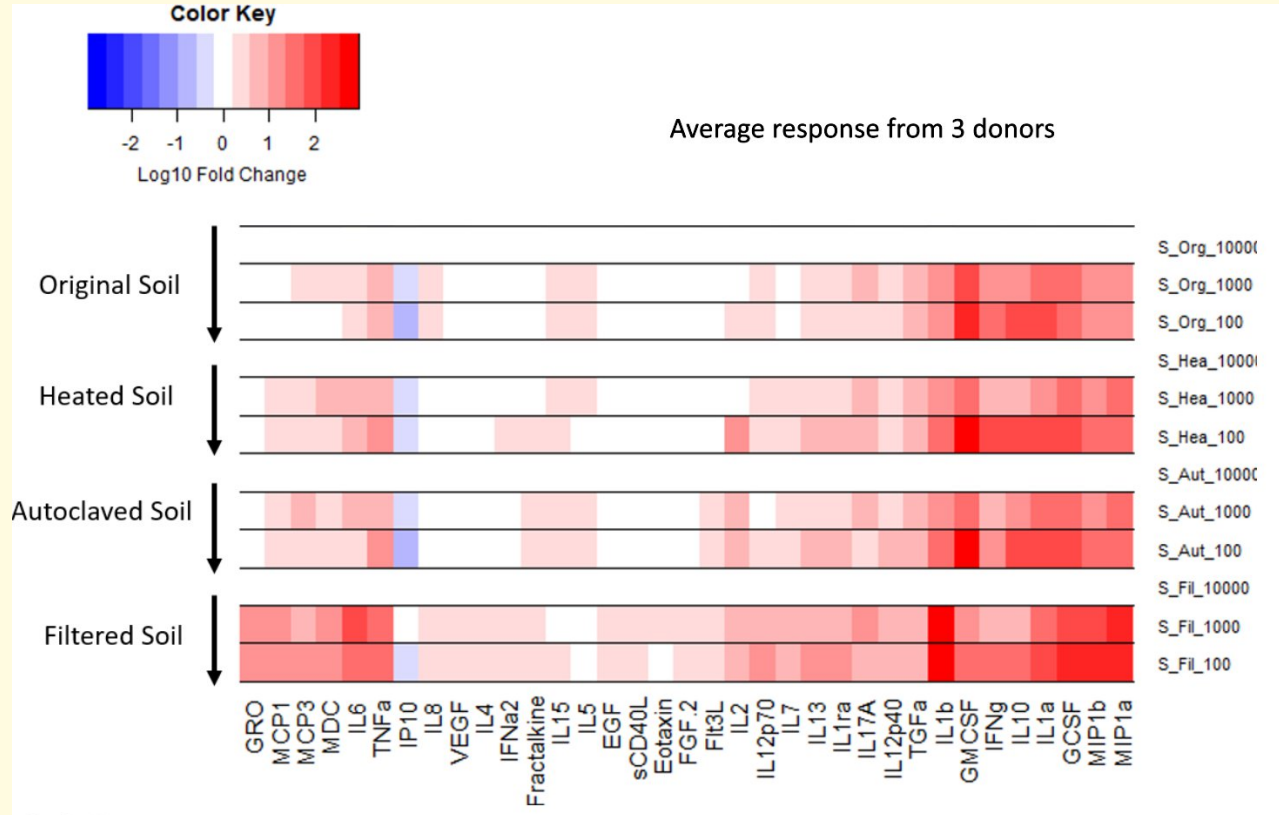
- pH 5 to support microbial balance in the skin.
- The preservatives are mild to make sure Moi Forest doesn't disturb the microbial balance in the skin.
- Organic plant oils with essential fatty acids to boost skin cell functions and feed good microbes in the skin.
- Moisturising and calming organic birch sap.
- Forest dust to boost nature connection!

Study with adults living in the city



Phylum	OTUs	Total Count	Avg Tax Count
Proteobacteria	17	39007	2294.5
Bacteroidetes	5	35954	7190.8
Bacteria_unclassified	4	28266	7066.5
Chloroflexi	8	10428	1303.5
Actinobacteria	2	7604	3802.0
Firmicutes	10	4285	428.5
Acidobacteria	1	3450	3450.0
Verrucomicrobia	19	1511	79.526
Planctomycetes	16	1094	68.375
Gemmatimonadetes	12	329	27.416
Chlorobi	7	186	26.571
OD1	14	115	8.2142
Deinococcus-Thermus	9	88	9.7777
Armatimonadetes	3	87	29.0
OP11	15	72	4.8
Nitrospira	13	37	2.8461
TM7	18	37	2.0555
Chlamydiae	6	36	6.0
Fusobacteria	11	19	1.7272

Inactivated microbial extract works similarly to original soil

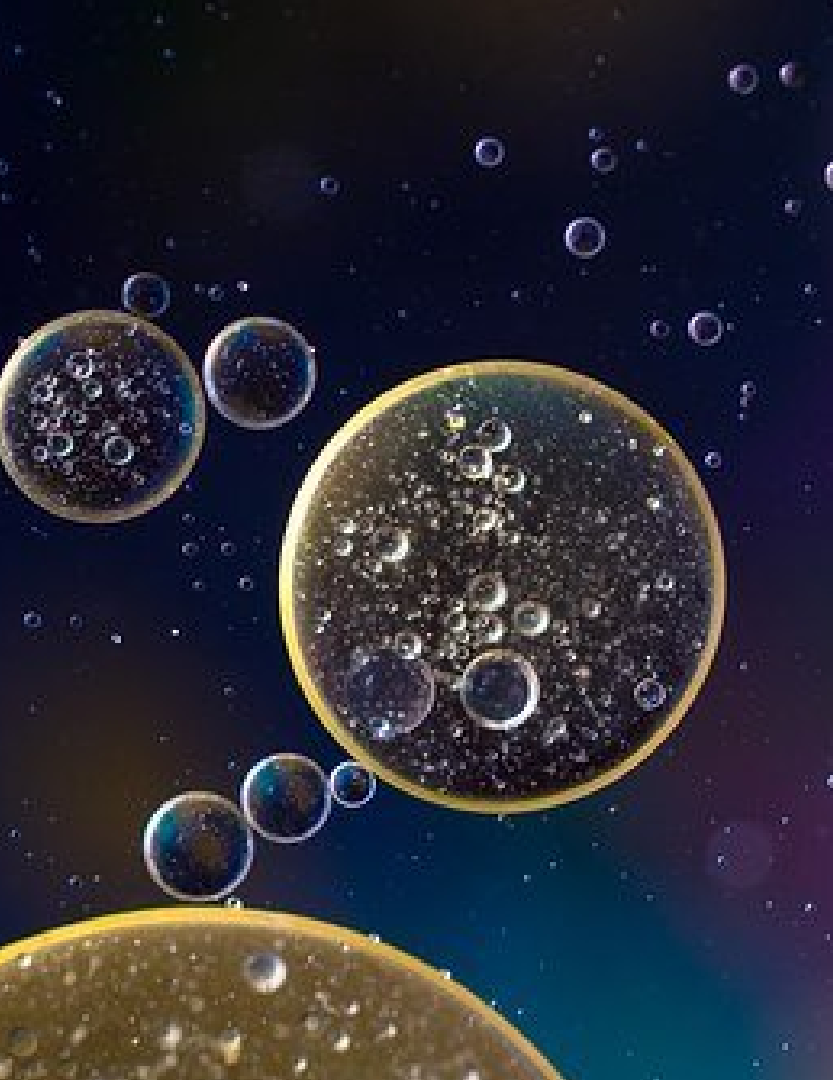


Omega oils to support the skin

Vaccinium Myrtillus (Bilberry) Seed Oil - Wild blueberry seed oil with omega -3, -6 and -9 fatty acids and skin renewing vitamin E. Essential fatty acids relieve inflammation. Blueberry oil protects the skin from free radicals and enhances skins natural barrier and moisture balance. This oil is extracted with CO2 extraction which helps to retain all the active ingredients.

Avena Sativa (Oat) Kernel Oil - Organic Finnish oat oil contains vitamin E and omega-3 and -6 fatty acids. Oat oil calms, nurtures and protects sensitive skin. Essential fatty acids relieve inflammation. This oil is extracted with CO2 extraction which helps to retain all the active ingredients.





Omega oils are more expensive but they have superior skin care properties!

Simmondsia Chinensis (Jojoba) Seed Oil - Organic cold-pressed jojoba oil soothes skin and makes it softer. Jojoba oil also prevents moisture loss from the skin. Jojoba oil contains omega-6 and -9 -fatty acids which strengthen the skin barrier and relieve inflammation.

<https://lpi.oregonstate.edu/mic/health-disease/skin-health/essential-fatty-acids#delivery>

We use organic ingredients and our high quality products are made in Finland

Betula Pendula (Birch) Sap - Organic, Finnish birch sap moisturises the skin. Birch sap also contains skin soothing minerals which support normal skin cell functions.

Butyrospermum Parkii (Shea) Butter - Organic shea butter gives pleasant silky feeling on the skin. It prevents moisture loss from the skin and makes skin softer.

Prunus Amygdalus Dulcis (Almond) Oil - Organic almond oil protects and softens the skin. (only in Multipurpose cream)





Sustainability

- Made in Finland
- Cosmos Organic certification
- Vegan
- Not tested on animals
- Carbon neutral
- New packaging innovation **cardboard tube**, cap recyclable plastic (PE)
- Main active ingredients from Finnish Forests

Brand

- Nordic Beauty, Scandinavian Design
- Practical, appealing to the customer
- Clean beauty
- High quality ingredients, eco certified
- Beautiful packaging
- Something totally different
- Stories from healing Finnish forest



Moi Forest

**“Look deep into nature and then you
will understand everything better.”**

Albert Einstein



Forest makes us feel better

Thank you!

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