



Leiðandi
vettvangur í tíu ár



**Að skapa eftirsóknarvert vörumerki úr
íslenskum fiski.**



SJÁVARÚTVEGS
RÁÐSTEFNAN



LOOK & FEEL YOUR NATURAL BEST





Recommended by:

GLAMOUR

EUROWOMAN

AGB
A GREEN BEAUTY // SUSTAINABLE & ETHICAL CULTURE

COSTUME

ke lære erfaring
na leve den
erview
seks cool
inder

Efterårets key items

Blazere, kjoler &
grove stovler

Like a
diamond in
the sky
Fænomenet
Rihanna

GREEN
AUTY

SUSTAINABLE
& CULTURE. HOLISTIC
& BEAUTY.

KRISTÍN YR
PÉTURSDÓTTIR,
HRÖNN MARGRÉT
MAGNÚSDÓTTIR

Andrea was founded in 2018 around the
of a truly different approach to pres-
shincare. Located in Reykjavík, Ísland,
Andrea utilizes pure ingredients originated from
ocean surrounding Iceland, mostly for topical use
also internal, for better results.

Andrea products are the only products on the is-
land containing high levels of these essential ingre-
dients for skin rejuvenation and regeneration. These
marine-derived enzymes, hyaluronic acid (HA),
marine-derived collagen, tryptan, and HA, products
in our body fulfill important functions in skin re-
generation, whereas collagen is the major natural pro-
tein that keeps skin smooth and supple. As skin matures,
it produces these ingredients less efficiently and it
loses its firmness and tone. Signs of aging, such as
wrinkles and fine lines, start to appear. These pro-
teolytic tryptan, HA, and collagen in the skin, we
reduce fine lines and wrinkles and lead to improved
skin regeneration and smoothness.

As a developer and manufacturer of natural pro-
ducts made from the richness of the sea, we have a re-
sponsibility to ensure that our natural resources are
sustainable. Andrea puts fundamental emphasis on
functional integrity and maintains it through every
part of our business.

Andrea's goal is to increase the value of Icelandic
food and we develop and market high quality ma-
rine products from the sea's natural resources that are of
themselves very rich in skin from Icelandic fish. We keep
our impact on the environment, and constantly try
to increase positive impact and minimize the negative.

IN

EVA KRUSE
**Engagement
koster på
hjemmefronten**

**SUZANNE BRØGGER
HELLE HELLE
JULIA LAHME
GRETA GERWIG
SÁOIRSE RONAN
LAURA DERN**

Tør d en fo

Mode, film,

i
ol

FOR DAMENE

ALL

5 nemme retter
fra Jamie Oliver

12 sunde og
grønne og fisk

PSYKOLOGI
Sådan gør du
gladere på job

SKØNHED
Få dit fine hår
til at fylde

ANNE SOPHIE
HERMANSEN
"Mænd bliver
intimeret
af mig. Det gør
faktisk ondt"

FORÅRS
MODE

FARVER, PRINT
& DENIM

EUROWOMAN

246 JULI

Loco O

Jeg er ikke
opsaktivist.
"prøver bare
at se hot ud
i min bikini"

interiør
n lyserød
nestol, røde
analer og
brapuder

Get naked

Sommer i sexede
kjoler, kittenheels,
store solbriller og
masser af hud

Status

Det har vi lært
af #MeToo

Svedig læsning

12 bøger under
parasollen



KVINDER MED RØBBE
NO. 6

AREN-MARIE
LILLELUND
"Jeg er lyk, men
betyder ikke, at
ikke lever normalt eller
i et ordentligt"

DE STÆRKE TRENDS
TORN
DIT
BOOK

TEMA OM
KVINDER & MAD
Spiser du (også)
med følelserne?

135

modenyheder
til din efterårs-
garderobe

Snak til
hverdag & fest
2 HURTIGE
SKØNHEDS-
TIPS

LIG
E møbel-
selskaber
til påske
alsid

Ma
Sensom
brus
karam
at

SAM
E om s
Blodp
at

MODE

Minimer

20
rejseliste

AÐ BÚA TIL VÖRUMERKI
HVAÐ SKIPTIR MÁLI?

SÉRTAÐA
GILDI

THE WHY?
AF HVERJU?

FYRIR HVERJA?
MARKHÓPUR

THE HOW?

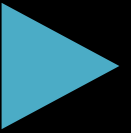
LOFORÐIÐ TIL KÚNNANS

TÓNN

SAMFÉLAGSÁBYRGÐ

GÆÐI

◀ 01



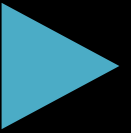
SAMFÉLAG

◀ 02



UMHVERFI

◀ 03







Við erum stolt af því að kynna þessa vöru og selja hér á Íslandi en við vitum að það er einnig áhugi á vörunni á erlendum mörkuðum enda á drykkurinn ekki sinn líka í heiminum.

Kollagen er eitt umtalaðasta fæðubótarefni okkar tíma og sífellt fleiri eru að uppgötva notagildi þess” Andri Þór Guðmundsson, forstjóri Ölgerðarinnar



Tilnefndur til verðlauna í hinni virtu InnoBev 2019 keppni í Bretlandi í flokki virknidrykkja (e. functional drinks)

Selst hraðar en nokkur önnur ný vara Ölgerðarinnar síðastliðin 20 ár.

COLLAB

HVAÐ ER KOLLAGEN?

OG AF HVERJLU ÞARF GUNNAR NELSON Á ÞVÍ AÐ HALDA?

