i+m

NATURKOSMETIK • BERLIN

LANDE

Conscious beauty with tradition, elegance and values

i+m Naturkosmetik Berlin is a German brand founded in 1978 and recognized as a pioneer in natural cosmetics. Its products are organic, vegan, and cruelty-free, made with high-quality plant-based ingredients and without harsh synthetic substances.

The brand stands out for its strong ethical and social commitment, allocating part of its profits to community projects and supporting fair trade to source raw materials such as oils and butters. In addition, it promotes sustainability through recyclable packaging and environmentally friendly formulas.

NATURKOSMETIK • BERLIN





Philosophy



BEAUTY WITH A CONSCIENCE

i+m believes in cosmetics that care not only for the skin, but also for the planet and people. Their products are designed to be effective, environmentally friendly, and socially responsible.

Our values



100% VEGAN AND CRUELTY-FREE

All of their products are free from animal-derived ingredients and are not tested on animals, complying with certifications such as The Vegan Society and Cruelty-Free.

SOCIAL COMMITMENT AND FAIR TRADE

i+m supports fair trade projects and donates part of its profits to social initiatives, such as the development of a women's shelter in Zambia.

SUSTAINABLE PRODUCTION

Their entire production chain follows ecological standards, using recyclable packaging and processes that minimize environmental impact.

RADICAL TRANSPARENCY

The brand is committed to clear, honest, and direct communication with its consumers, avoiding greenwashing and explaining the origin and purpose of every formula.

CERTIFIED ORGANIC COSMETICS

They use certified natural and organic ingredients, completely avoiding petroleum derivatives, parabens, silicones, microplastics, and synthetic fragrances.

100% high- quality natural cosmetics

- 100% certified natural cosmetics according to COSMOS ORGANIC and COSMOS NATURAL standards
- 100% certified vegan according to The Vegan Society Standards
- 100% certified according to Cruelty Free International Leaping Bunny criteria
- 100% natural, cold-pressed oils from organic farming
- 100% sustainable packaging concept (cradle to cradle-inspired)
- 100% Made in Germany – both development and production
- 100% free from parabens, ethoxylated surfactants and emulsifiers (PEG)
- 100% free from silicones, paraffins, phthalates and microplastic beads
- 100% free from genetically modified ingredients (GMO)
- 100% free of aluminum salts (ACH)
- 100% lactose-free

Vegan

GEMEINWOHL ÖKONOMIE Ein Wirtschaftsmodell mit Zukunft
Bilanzierendes Unternehmen mit externem Audit

EU Ecolabel www.ecolabel.eu

COSMOS ORGANIC

Our complete product range 2026

The i+m product range contains approximately 85 products:

- Facial Skincare
- Deodorants
- Sun protection
- Hair care
- Body care
- Cosmetics for men
- Waterless, plastic-free cosmetics
- FAIR Editions



Shelf display

Regalpräsentation | Shelf Presentation

Clean Beauty Midnight Miracle Mix & Match Unreine & Mischhaut Normale Haut



Anspruchsvolle Haut Trockene Haut Freistil Sensitiv Special Care Madame Inge



Sambia Edition Hands and More

Wild Life for Men* Hair Care Berlin FAIR Edition



Sun Protect Deos WE REDUCE!



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The Small Detail That Makes a Big Impact

Offering i+m sachets in your hotel rooms is more than just a nice touch, it’s a statement of your commitment to sustainability, quality, and guest well-being.

These single-use formats contain certified natural, vegan, and eco-friendly cosmetics, perfectly aligned with the values of today’s conscious and discerning travelers.

- Enhance the perceived value of each stay
- Strengthen your image as a sustainable, premium hotel
- Ideal for room amenities, welcome kits, or personalized gifts

i+m adds a touch of conscious luxury to every guest experience.



Natural Care for Every Guest

i+m NATURKOSMETIK BERLIN offers a wide variety of sachet samples featuring certified natural, vegan and eco-friendly formulas that cater to every skincare need, from hydration and protection to daily body care.
These sachets can include essentials like:

- Facial Sun Cream SPF 50 – natural mineral UV protection suitable for all skin types, including sensitive skin.
- Daily UV Fluid SPF 50 – lightweight, hydrating sun care that helps protect skin from UV exposure every day.
- Hydrating and skin care samples – designed to moisturize, soothe and support daily skincare routines with plant-based active ingredients.

Because each sachet contains high-quality formulations made with plant extracts, cold-pressed oils and natural actives, they allow guests to experience the brand's benefits without commitment to a full-size product.

Perfect for hotel rooms, these samples provide a complete range of care for everyone, from sun protection on vacation to daily skin nourishment, adding a thoughtful, sustainable touch to your guest experience.



DESIGN WITH PURPOSE

The i+m bottles are much more than containers, they reflect our commitment to ethical beauty, clean design, and guest well-being.

Crafted with intention, their sleek grey tones convey calmness and neutrality, making them fit harmoniously into any bathroom environment, from boutique hotels to eco-lodges. Each bottle features the signature i+m “+” symbol in distinct, vibrant colours, representing the diversity and richness of our natural formulations.

These bottles are designed to elevate the guest experience, offering a sense of quiet luxury, transparency and authenticity, in both design and content.





Abs

i+m NATURKOSMETIK BERLIN

ECO-SYSTEM

i+m’s eco-system line is our most sustainable amenity solution, designed to minimize plastic use without compromising on aesthetics, hygiene or functionality.

With the same elegant design language, neutral grey tones and the colourful i+m "+" the eco-system bottles are made to last longer, be refilled easily and reduce waste, making them ideal for environmentally responsible hotels.

Each bottle supports a closed-loop approach: they are refillable, durable, and require significantly less plastic over time compared to single-use alternatives. This reduces your environmental footprint while maintaining a high-end, cohesive look in every room.

Choosing the eco-system means embracing a modern, minimal, and circular approach to beauty, where sustainability meets style, and every detail supports the planet.

LANDE



Aluminium

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