

PROMOTION

THE TIDES

Pure Dutch Nature Inside

The Tides: pure Dutch nature inside

Modern living might be tough on our minds and bodies, but newly-launched Dutch wellness and self-care brand The Tides offers just the antidote with a new class of pure, raw products and treatments



Drawing inspiration from nature, Dutch wellness and self-care brand The Tides looks to the Dutch coastal nature reserves, with its rhythms of the sea, seasons and elements, to provide a new class of pure, clean products and treatments for consumer and professional use.

With The Tides, industry insiders Annemarie Wortman and Kimmo Jacobs sought to establish a truly Dutch brand, using natural ingredients to offset the stresses and strains of life in the modern world and help customers regain balance, strength and vitality.

"Using the purest ingredients, we formulate functional products and treatments that heal and nurture from the inside out and balance the excesses of living modern life," says Wortman. "The base of The Tides products and treatments are 100 per cent pure, raw and locally-sourced Dutch ingredients known for their purifying, re-mineralising, strengthening and revitalising properties."

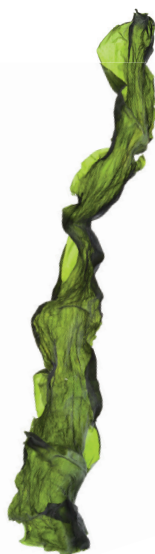
At the heart of the The Tides is a key ingredient: the newly-launched products harness the therapeutic properties of 100 per cent natural magnesium. A structural element of the blood, bones, muscles and organs, this magic ingredient catalyses hundreds of biochemical processes throughout the body and is essential to human health.

The magnesium used in The Tides is sourced from a layer of purest magnesium, discovered 1600m underground in the north of



Industry insiders Annemarie Wortman and Kimmo Jacobs (above) have sourced pure magnesium for the new brand. There's a wide range of products, including a Digital Detox bath soak and Liquid Chill Pill body oil (left)

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Seaweed, hemp, sea salt and clay are all used

the Netherlands. Wortman explains: "The source is a pre-historic sea, an expanse of highly-salinated water that existed within the ancient supercontinent Pangaea. Over the course of millions of years, it flooded with water then evaporated again and again to condense into a layer of pure magnesium."

Untouched by modern-day pollution, The Tides' magnesium is mined sustainably using just water pressure. Alongside the magnesium, the brand uses seaweed that's sustainably-cultivated from the Oosterschelde, a natural reserve in the south-west of the Netherlands, one of the cleanest bodies of water in the world; together with organic Dutch hemp, sea salt, clay and plants and herbs endemic to the region.

The Tides provides products and treatments that are easy to

implement for consumer and professional use. For the spa, it offers Pure Magnesium Body Massage Oil, Bath Salts Therapies, Aromatherapy Blends and Body Polish. While at home products include Pure Dutch Magnesium and Seaweed Bathing Rituals formulated as a Digital Detox, Energy Booster, After Workout Formula or Natural Sleep Aid, to Body Oils, Gels and Polishes – everything to keep you well in the modern world.

Wortman adds: "At The Tides we truly believe that looking good, feeling good and doing good should be part of everybody's beauty and wellness aesthetic and that means embracing products that are clean, ethically sourced and creating resources to give back to nature."

KEYWORD: Tides