

Curiosa Newways AB

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Innovation • Nature • Exclusivity

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The Company

Curiosa Neways is a Swedish company specialised in the development and marketing of exclusive cosmetic products. At the core of the company is our own Research and Development team, whose laboratories are located in the innovative science park in southern Sweden.

Our Corporate Vision

We shall create innovative and exclusive products through a combination of nature's best ingredients and modern technology.
We shall be in the top league in every product area in which we choose to compete.
We shall focus on fulfilling our customers' changing needs by continuously adapting our product range through continuous innovation.

Our Mission

Excellence in beauty!

Our Core Values

Innovation: We revolutionize beauty by providing better solutions masterminded by our prestigious Research and Development team.
Nature: We let the nature inspire us and use only the finest of its treasures in our products.
Exclusivity: We concentrate on producing exclusive and prestigious products with high emotional value for our customers.

Our Products

We pursue our goal to create effective cosmetic products in line with high qualitative, scientific and environmental standards. We want the use of our products to be highly satisfying and pleasurable. We offer modern solutions to traditional problems thanks to the access to advanced technology and nature's best ingredients.

Our Team

We make sure that all the members in our international and highly qualified team share Curiosa Neways' high standards. The diverse competencies and backgrounds of our team members are invaluable assets that integrate well and add value to the company. Our main goal is to provide the finest products to the market through a carefully selected network of distributors.

Our Strategy

We commit ourselves to the development of highly exclusive and differentiated products that cater to our customers' individual needs. By combining our knowledge of traditional use of plant extracts and advanced technology, we pursue our aim to further develop our different lines of products. We want Curiosa Neways to be the tantamount of quality and exclusivity. We are active nationally as well as internationally and keep our minds open to the market's wealth of opportunities. The customers' demands are our commands, the best reward being the sight of a happy, satisfied and hopefully faithful customer.

Consultancy services

Curiosa Neways also offers consultancy services, making the customers' dreams reality. We can provide everything from formulation and technical know-how to packaging and distribution. Your imagination is our limits!

