

# From coffee grounds to skin care: Three young entrepreneurs from Denmark bet their entire savings

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From left: Mikkel, Rasmus and Simon, the founders of grums.

The Danish start-up grums is bringing something new to the table. A range of high quality skin care products made with the best natural ingredients and recycled organic coffee grounds from Danish cafes and festivals.

## What is interesting?

**Recycled coffee grounds:** In the first place most of people think: "Coffee grounds in cosmetics? That's odd" - until they find out about all the dermalogical properties and positive effects coffee grounds have on our skin. In Denmark more than 2,5 billion cups of coffee are made every year which result in more than 50 ton of coffee grounds per year. An extremely useful resource - more than 99% of coffee's nutrients remain in the coffee grounds after brewing.

**Plant based packaging:** All of grums' products are "wrapped in sugar" since the plastic packaging is made from sugar canes. grums strives to be innovative and open minded when it comes to sustainability.

**Transparency:** when it comes to ingredients: grums aims to be transparent in everything the company does and that is the reason why ingredient translations and explanations are to be found on grums website. grums thinks that it is only fair to let customers know exactly what their products contain and exactly what they put on their skin.

It all started two years ago. A group of male students from Aarhus, Denmark got a new idea - to reuse coffee grounds

in skin care products. They could not let go of the idea and began their journey as entrepreneurs with their new project named grums.

From now on, you can buy the first grums products - both online and in physical stores. The team behind grums is proud of the result. "In grums we've managed to create an innovative concept that offers the customers an unique, natural and more sustainable alternative to the skin care products that we know today" says Rasmus Nørgård, one of the founders behind grums. He continues: "grums is for those who want great self-indulgence while maintaining a good consciousness".

The first product line from grums goes by the name 'grums raw collection' and contains a face scrub and a body scrub. The products are based on a wide range of natural ingredients of the best quality and recycled organic coffee grounds. The products are free of parabens, allergens, perfumes and colorants. For the face scrub, grums has chosen to use coffee grounds from espresso since it contains smaller particles which are more gentle for the face while using coffee grounds from filter coffee for the body scrub.

None of grums' products are developed by coincidence. The company sets aside no less than 12 months to develop a single product. A process, which includes up to 120 test person and some of the best professionals within natural cosmetic articles in Denmark.

## Why coffee grounds?

"In our opinion, the question is why not" Simon Krag Christensen, the second grums founder, says.

grums has experienced that coffee grounds are a great natural exfoliator and are a rich source of antioxidants, while increasing the skin's natural cell regeneration. grums claims that coffee grounds basically possesses many of the characteristics that main-stream cosmetics brands are trying to create artificially and add to their products using chemicals. Using coffee grounds instead of microbeads simply benefits the environment as well as the products.

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### **More sustainable packaging**

“At grums we are trying to rethink the way we create and dispose cosmetics packaging today” says Mikkel Knudsen, the third founder of grums, and continues: “In grums, we only use packaging that is fully or partially made from plant-based plastics”. According to the company, they had to contact over 50 suppliers in order to find packaging manufacturers who matched grums’ specific requirements.

### **Retailers all over the country**

grums is already collaborating with a wide range of carefully selected retailers across the country, primarily on the beauty-, fashion and coffee scene. You can find all grums retailers on the company’s website [grumsaarhus.com](http://grumsaarhus.com), where the products also can be ordered directly through grums’ own webshop.

grums are currently looking to expand into more countries and are therefore looking for interested retailers all over the world, which are not afraid to think differently and challenge the mainstream mindset.

For further comments please contact:



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