



ANNE JENSEN



## Anne Jensen's Role in Society

Rooted in Scandinavian heritage. Designed for modern rituals of care.

Internationally Featured & Award-Winning Beauty Brand.

# Heritage luxury and modern minimalism

Anne Jensen is a modern luxury beauty house founded on restraint, craftsmanship, rooted in the Scandinavian heritage and enduring elegance. Designed for the discerning customer who values quality over excess, the brand offers elevated beauty essentials, skincare make up rooted in heritage and refined for contemporary life. Rituals Luxury is peace of mind. We believe beauty is not about transformation—it's about refinement, care, and honoring what already exists, in unmistakable glow of Scandinavian-European-grade luxury.

# A Scandinavian House of Design- Danish Luxury Since 1996

Founded in 1996 in Copenhagen, Anne Jensen is a Scandinavian house devoted to timeless design, and modern craftsmanship, and professional beauty.

Established by Danish designer and makeup artist Anne Jensen, the house was born from a singular belief: beauty must be purposeful, precise, and enduring. Its origin traces back to 1996, with the creation of the now-iconic glass nail file shape c and the glass manicure sticks—an object of refined function and timeless form that became a European design classic.

Guided by the principles of Scandinavian minimalism, every creation is defined by restraint, balance, and integrity of materials. Each line has intent. Each detail serves a function. From precision tools crafted in Japanese stainless steel to advanced skincare, makeup, and fragrance, the house creates modern essentials designed to endure beyond trends.

Designed in Denmark and developed with the world's finest manufacturers and artisans, the house of Anne Jensen unites innovation with tradition—where professional heritage meets quiet luxury. As the brand evolved, it embraced the purity of Nordic skincare rituals and the sophistication of modern makeup artistry.

Clean, high-performance formulations, refined textures, and minimalist luxury design now define every collection.

Not excessive — perfected.

Not loud — enduring.

From precision tools to luminous makeup and transformative skincare, every product is designed to elevate everyday rituals into moments of quiet elegance.

Every product we create carries our heritage within it.

For nearly three decades, our philosophy has remained unchanged:

To craft beauty with integrity, performance, and timeless Scandinavian refinement.

Thank you for being part of our journey — and for allowing Anne Jensen to be part of your daily rituals of self-care and confidence.

With gratitude and pride,

ANNE JENSEN

# Brand Philosophy

At the heart of Anne Jensen Beauty lies a commitment to

Heritage over hype – time-honored principles reinterpreted for today's living.

Precision over excess – fewer, better, essential creations.

Sensory elegance – textures, scents, and finishes that feel intimate and refined

Longevity – formulas and rituals that respect skin through every chapter of life

Luxury, here, is discretion.- Beauty, here, is intelligence.

SCANDINAVIAN HERITAGE. TIMELESS LUXURY BEAUTY

# The Scandinavian - Influence

Scandinavia shapes everything we do—from formulation to design.

## **Heritage Reimagined**

Rooted in traditional beauty rituals and Scandinavian-European refinement, interpreted through a modern lens.

## **Quiet Luxury**

Understated elegance, never excess. Luxury that is felt, not announced.

## **Precision & Edit**

A tightly curated assortment—fewer products, perfected.

## **Timelessness**

Designed to transcend trends and seasons, encouraging repeat purchase and long-term loyalty.

## **Sensory Intelligence**

Luxurious textures, subtle fragrances, and tactile packaging that elevate daily rituals.

# The Modern Muse

## Who We Create For

Choose fewer, better things

Values quality over quantity

Is confident, not loud

Invests in longevity

Value how products make them feel

Sees beauty as personal, not performative

## The Anne Jensen woman:

She doesn't chase trends—she curates her life.

See beauty as self-respect, not self-correction

Using Anne Jensen Beauty feels like

Coming home

Slowing down

# Product

## Diamond Skincare Collection

High-performance formulations crafted to restore, protect, and refine the skin. Each product is developed as part of a considered ritual—supporting skin health, resilience, and natural luminosity.

## Diamond Make Up Collection

A curated edit of timeless shades and textures. Sophisticated neutrals and modern classics designed colors in highly pigmented edition to complement every complexion and needs.

## Signature Precision Tools Collection

Anne Jensen carries this heritage of refined Signature Precision Tool—Artisan-Crafted Tweezers, Precision Beauty Instrument—forward with an uncompromising commitment to craftsmanship. Inspired by Denmark's legacy of clean, understated aesthetics, each piece is sculpted from honest, enduring materials, including precision-forged Japanese surgical stainless steel. The result is a collection defined by purity of form, exceptional performance, and timeless design made to last a lifetime.

# Signature Precision Tools



Rooted in Scandinavian heritage.

# Signature Precision Tools Collection

## Where Design Becomes Beauty

At Anne Jensen Beauty, every creation begins with a question: What makes something truly beautiful?

Our answer has always been the same — purpose. Beauty, when crafted with purpose, becomes timeless. It becomes something you don't simply use — but feel.

Inspired by European atelier traditions and a part of the Danish Heritage Design with a philosophy of quiet refinement, the house creates beauty instruments defined by precision, balance, and timeless design.

Each piece is crafted with deliberate intention — shaped, aligned, and finished to meet uncompromising standards.

Production is intentionally limited. Materials are carefully selected. Design is restrained, allowing mastery to remain the focal point. We create objects of permanence — tools designed to endure, perform, and elevate the rituals of everyday beauty.

# Signature Skincare



Rooted in Scandinavian heritage.

# Diamond Skincare Collection

Skincare with Clarity

Luxury, to us, is not abundance — it is clarity.

It is the confidence of knowing that every detail has been considered, every ingredient chosen for its integrity, and every formula perfected with care.

Anne Jensen's philosophy is that no two people are the same. We all have our own needs. So does our skin. We are all unique in nature, and so is our skin.

Nature is set up like a big pharmacy, it's just a matter of finding the right plants that cover the different degrees of skin needs. One ingredient can't solve all skincare problems.

Nature has its own pharmacy where each plant or fruit has its own mission.

It's just a matter of putting the ingredients together correctly.

Today, with the latest technology, it is possible to optimally utilize nature's pharmacy so that the finished product caters directly to each individual skin type.

There are countless skin types, all of which need the right care to keep their radiance and elasticity.

Each skin type needs special attention, so we can't just focus on one plant or vitamin when it comes to skincare.

From south American ingredients to Nordic botanicals and bioactive skincare innovations, we seek harmony between performance and purity.

This is where artistry meets science — and design becomes a form of quiet innovation

# Signature Make Up



Rooted in Scandinavian heritage.

# Diamond Make Up Collection

## Enduring Beauty

True beauty is not loud. It does not demand attention.

It reveals itself — slowly, naturally, and sincerely — in the way something feels balanced, effortless, and lasting.

Every Anne Jensen make up creation is made to be part of your story — designed to endure through time, touch, and ritual.

Anne Jensen Make up collection is design with lasting pigment, new texture which every individuals needs to stand out.

We design for life — not for a season.

# Signature Fragrance Collection



Rooted in Scandinavian heritage.

# Fragrance Collection

Plants and flowers such as orange blossom, jasmine, lavender, tuberose and mimosa have been cultivated in Grasse for at least the last 300 years. Since the 1700s, the unique soil of the region has provided with the ideal climate for growing high-quality flowers used to make fragrances. There is no doubt that Grasse creates the world's finest fragrances.

## Notes

All notes in the Anne Jensen fragrance are hand-picked by Anne Jensen, who has created the entire fragrance line herself.

The mix of base, heart and top notes are created with love to achieve the very best scent.

# Anne Jensen's Role in Society

At Anne Jensen, our foundation is rooted in exceptional design and refined development. We have embraced the role of a leading luxury design house, specialising in precision tweezers and fine instruments, as well as makeup, skincare, and fragrance. Guided by a long-term vision, we create timeless designs distinguished by uncompromising quality and enduring sophistication.

Our instruments are crafted from Japanese surgical-grade stainless steel, chosen for its extraordinary durability and longevity. Our skincare is formulated using the finest raw materials, while our makeup collection is defined by groundbreaking pigment innovation. Our fragrances are composed from carefully hand-selected notes, each chosen for its depth, elegance, and character.

All design is conceived and developed in-house, reflecting our dedication to originality, craftsmanship, and aesthetic excellence.

We collaborate with a curated selection of contract manufacturers for elements of our production. These are distinguished, often family-owned heritage companies, recognised for their deep-rooted expertise and commitment to craftsmanship. They take great pride in their work, uphold responsible production practices, treat their employees with respect, and adhere to international human rights standards—principles that are fundamental to our philosophy.

We believe that design and product development form the very foundation of our world. It is essential to us that design continues to thrive in the future, and that traditional craftsmanship is preserved rather than lost. We are committed to supporting future generations in pursuing education within the design crafts, ensuring that design institutions endure and that handcrafted pieces remain accessible in the years to come.

We also believe in safeguarding our natural environment, as it is the source of the finest raw materials for skincare and fragrance. Preserving what we consider the earth's own apothecary is essential. The refinement and responsible use of natural resources must be carried out with the utmost care and intention—because the future of our planet depends on it.

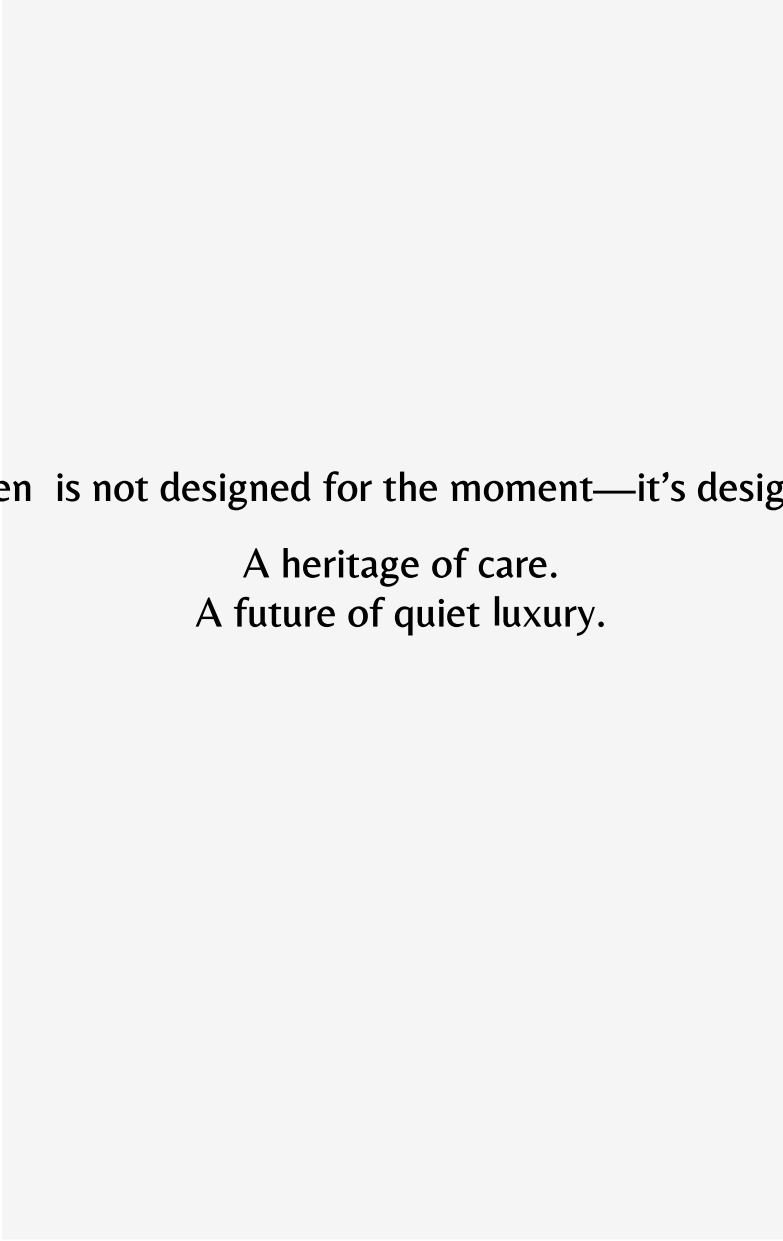
# Brand Promise

Honor tradition without nostalgia

Deliver modern luxury without excess

Create products that become rituals

This is beauty designed to stay with you—for years, not seasons.



Anne Jensen is not designed for the moment—it's designed for life.

A heritage of care.  
A future of quiet luxury.

Contact

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