



AQUA BIO TECHNOLOGY ASA

Aqua Bio Technology ASA: Shop By Sorthe AS has launched Seiðr and sales have commenced

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On [27 April 2022](#) Aqua Bio Technology ASA (ABT) entered into a non-exclusive retailer agreement with Shop By Sorthe AS in Norway, for retailer distribution of the skincare series Seiðr.

Shop By Sorthe AS has now launched the Seiðr products on its [webshop](#) and the first sales to customers have taken place. Shop By Sorthe AS has more than 20 000 active customers and more than 100 000 followers in different social media.

Seiðr and Seiðr clinique currently consists of a portfolio of 29 skincare products, most of which are based on natural ingredients from the Nordics and the northern hemisphere, with the highest quality to ensure unique and effective products. All products in the Seiðr family have been designed and manufactured with about 10x more active ingredients than traditional cosmetics.

For further information, please contact CEO Håvard Lindstrøm mobile phone +47 941 32 288.

Aqua Bio Technology (ABT) is developing and commercializing sustainable biotechnology for use in skincare products. ABT's cosmetics ingredients are highly effective and they provide the cosmetics industry with natural alternatives to traditional ingredients. ABT is also marketing and distributing natural skincare products developed by partners towards consumers and professional users. ABT's focus on commercialization and development of natural ingredients and natural skincare products has been, and will continue to be, an important part of the Company's strategy going forward. Aqua Bio Technology is listed on the Euronext Expand market of the Oslo Stock Exchange.

Disclosure regulation

This information is subject of the disclosure requirements pursuant to section of 5-12 of the Norwegian Securities Trading Act.

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About Aqua Bio Technology ASA

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Attachments

- [Download announcement as PDF.pdf](#)