



The Norwegian Way

A guide to living cleaner, safer, better



Thank you for joining the Norwex[®] family. The aim of this little book is to inspire and guide you in our bold mission to help people live cleaner, safer, better.

Contents

- 10 Big dreams
- 12 Less is more
- 14 Seeing is believing
- 16 Creating community
- 18 Enduring quality
- 20 Back to nature
- 22 Giving back
- 24 Making a difference
- 26 Change matters
- 28 A brief history of Norwex





Ulvik, Norway

Hei fra Norge!

Hi from Norway!

Welcome to the Norwex® family and to what we call the Norwegian Way.

It all began in 1994 in Norway, land of forests and fjords, fresh air and clean water, when my nature-loving father Bjørn founded Norwex driven by a personal mission: to reduce the use of harmful chemicals in our homes.

Now, over 30 years later, I'm proud to continue his legacy by leading the next generation of difference-makers. As a parent myself, I'm even more committed to creating a world where we can all live cleaner, safer, better.

In the pages ahead, you'll learn more about our story, our principles and how you, too, can live the Norwegian Way.

Thank you for joining us – together, we're making a difference, one choice at a time.



Beate Hjeltnes
Chief Executive Officer
and Chairperson of the Board

*Nature protector, planet lover
and proud mum*





Our mission

Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives.



DID YOU KNOW?

'Norwex' was originally
created from the words
'Norwegian Experience.'

The Norwegian Way

Live cleaner, safer, better.



Big dreams

We dream of a future where children are 'born free' – free of unnecessary harmful chemicals.



Less is more

The spark that ignited our mission is that you don't need harmful chemicals to clean effectively.



Seeing is believing

Our fundamental way of working – sharing our products, our experiences and our philosophy with others.



Creating community

We are a community of people who care.
About our homes.
Our families. Our planet.



Enduring quality

Norwex® means quality that lasts – and that converts to sustainability.



Back to nature

Our Norwegian roots call us back to nature and inspire us to live more simply and naturally.



Giving back

At Norwex we believe generosity combined with action creates a better world.



Making a difference

With every small choice we make, together it adds up to something bigger.



Change matters

We envision a future where living without harmful chemicals isn't the exception, it's the norm.



Big dreams

At Norwex®, we have big dreams. We envision a future where children are 'born free' – free of unnecessary harmful chemicals and where clean, safe living is the standard, not the exception.

Every dream starts with belief, belief that we can make it happen.

Norwex people are believers: in ourselves, in others, in family, in nature, in our products and in our vision of the future. Three beliefs lie at the heart of what we are and what we do and are behind our Live Cleaner, Safer, Better promise.



DID YOU KNOW?

A study analysing cord blood from newborns found **287** different chemicals, including pesticides, industrial pollutants and flame retardants. Of these, 180 are known to cause cancer, 217 are toxic to the brain and nervous system, and 208 are linked to birth defects or abnormal development.

(Environmental Working Group [EWG] research)





AT NORWEX WE BELIEVE ...

1. In leaving our planet a little **CLEANER** by eliminating unnecessary household products to reduce toxins, and minimising packaging and plastics.
2. Creating **SAFER** homes through product solutions that reduce harmful chemicals and waste.
3. That by making small, conscious choices we're improving lives and introducing a **BETTER** way of living for us all.

LIVE CLEANER, SAFER, BETTER.

Less is more

Less is more. It's how we began. The spark that ignited our mission is the realisation that 'less' could, in fact, be 'more.'

When Beate's father Bjørn cleaned his windshield with just a microfibre cloth and water, he discovered something powerful: you don't need harmful chemicals to clean effectively.

Norwex Microfibre physically removes up to 99% of bacteria from surfaces using only water* – a simple idea that started not only a global company but a global movement.

Today, this philosophy extends beyond just cleaning to everyday life. Our products range from Home, Family and Personal Care with each one designed with 'less is more' in mind. It's not just about fewer harmful ingredients – it's about fewer toxins, less waste and a more natural way of living.

The Norwegian Way.

*When following proper care and use instructions.



DID YOU KNOW?

Over 85,000 chemicals are registered for commercial use by the EPA, but very few have been tested for toxic effects on children.

(Learning Disabilities Worldwide)

NORWEX COMMITMENTS

FEWER CHEMICALS

Removing harmful chemical cleaners from your home means less long-term impact to your and your family's health and fewer chemicals that go into the ground, our waterways and the environment. It's good for you and the planet.

LESS WASTE

Every day, thousands of trees are cut down to feed the paper towel industry. Norwex products help reduce the volume of single-use paper towels and napkins in the home.

LESS PLASTIC

Plastic pollution in our oceans is an increasing problem. We use recycled plastic to make our high-quality microfibre cloths. True sustainability is about product quality and longevity, which reduces the plastic waste in circulation. Our sustainable range of products is created to last so we can reduce single-use plastics in our oceans.





WHERE IT ALL BEGAN

Our 'seeing is believing' philosophy is rooted in our origin story. Our founder Bjørn was so convinced by his discovery that he didn't just talk about it, he demonstrated its effectiveness to all who would listen. He showed it to his family and friends, even gifting cloths so others could see the results for themselves!

Seeing is believing

It's our fundamental way of working.

We want to pass on and share our products, our experiences and our philosophy with others.

Through our Consultants, we don't just sell, we show. Demonstrations at Norwex parties let people see, talk about and experience the products and their benefits, firsthand. No pressure, no judgement, just real stories and real results. Because when you see it, you believe it.

By sharing how our products work, we share our mission and our dream and grow the number of believers in a cleaner, safer, better way of life.



DID YOU KNOW?

45 different chemicals have been identified in household dust.

(Natural Resources Defense Council)



Creating community

Norwex® is more than a company, it's a movement.

We are a community of people who care. About our homes. Our families. Our planet. About making a difference – one person, one home at a time.

Spanning 20+ countries, our community is built on our Core Values of trust, integrity, respect, and kindness. These aren't just words – they're how we show up as Consultants, leaders and employees and how we come together as a supportive, inspiring community.

We empower our people to empower others and share our mission. We value our differences but come together as a community of entrepreneurs, explorers, givers and doers.

What unites us is the conviction that together, we're creating a cleaner, safer, better world.





DID YOU KNOW?

In Norway there is a unique word 'dugnad' meaning the collective coming together for the common good, such as cleaning or maintaining a shared space. It implies cooperation, a social bond and shared responsibility.

Our values run through our whole business. They are what inspires our mission, our products and how we interact with each other.

TRUST

means we can completely rely on our words and actions to be direct, open and honest.

INTEGRITY

means we are transparent in all we do and that we are guided by our mission more than money.

RESPECT

means the safety to be ourselves and support one another, being positive and inclusive and valuing others' perspectives.

KINDNESS

permeates everything at Norwex. By leading with kindness, everything we touch becomes stronger.



Enduring quality

Made to last.
Designed for people and planet.

Norwex® means quality that lasts – and that converts to sustainability. Quality isn't just a product feature, it's our commitment to reducing unnecessary chemicals and our commitment to sustainability.

For us, quality covers not only our end products but all the ingredients we source, demanding quality and transparency standards from our partners as well as ourselves.

We've banned more than 2,700 questionable substances from our product development process. And our products are designed to endure; they're reusable, refillable and rigorously tested for both performance and safety and to meet sustainability requirements.

We're honoured to have received certification from leading third-party organisations, which we see as independent endorsement that our products meet the highest health, safety and sustainability standards. But we don't rest on our laurels and are always seeking smarter, more sustainable solutions that put people and the planet first.

Norwex – quality that lasts.



DID YOU KNOW?

Most Norwex Microfibre cloths are made of 70% recycled content, making them good for the planet as well as the home.





EWG VERIFIED®

Our **Environmental Working Group** partnership offers consumers transparency and peace of mind knowing that verified products meet the strictest health standards and are free from EWG's chemicals of concern.



BIOBASED CERTIFIED

The **USDA Certified Biobased®** logo gives you confidence in the amount of renewable plant- and nature-based ingredients in our products, helping you reduce harmful chemicals in your everyday life.



CERTIFIED SAFER

STANDARD 100 by OEKO-TEX®

We partner with independent third-party OEKO-TEX so you can be sure that every certified component – from yarn and dyes to trim and label – is free from harmful substances.

*Biobased: Ingredients that come from renewable plant- and nature-based materials instead of fossil fuels.

NORDIC ANTIOXIDANTS

Cloudberry, lingonberry, sea buckthorn, bilberry, red algae, black oat. These superhero ingredients provide a multitude of benefits:

- Protect from free radicals
- Support skin's natural moisture barrier
- Reduce moisture loss, lock in hydration
- Help reduce appearance of fine lines and wrinkles
- Soften and soothe
- Energise and brighten



Back to nature

Where it all begins.

In Norway, nature isn't just scenery – it's a way of life. The Norwegians live by 'Friluftsliv,' a philosophy that celebrates the freedom, clarity and inspiration found in the great outdoors. It's a mindset that runs deep. Nature often holds the answers we are looking for, so it's often where we look first for our Norwex® ideas.

For our household products, we harness the natural cleaning power of enzymes, each targeted to break down dirt and perform specific functions for common cleaning issues and stain removal. Enzymes are natural and biodegradable and, when broken down, they simply return to nature without harming the environment.

The specific nature of Norway has directly inspired our Personal Care line. We include Nordic antioxidants and Nordic-inspired ingredients like sea buckthorn, cloudberry, lingonberry and bilberry, which have particularly intense antioxidant properties, thanks to colder climates and a slower growing process.

We avoid harmful chemicals by harnessing naturally occurring ingredients as well as natural biotics and enzymes to help balance and boost our bodies' natural defenses.

At Norwex, our Norwegian roots call us back to nature time and time again.



DID YOU KNOW?

All Norwegians have a democratic right to nature access. It's called 'allemannsretten' – a legal 'right to roam,' allowing everyone to use uncultivated land for walking, camping and enjoying nature, even on private property. In Norway, nature truly does belong to everybody.

Giving back

Giving back is who we are.

We believe generosity combined with action creates a better world. That's why giving back – locally and globally – is important to every one of us.

Locally, we support Consultant-nominated charities that are making a real impact in their communities, making this part of their job deeply meaningful.

Globally, Norwex contributes to causes that matter – fighting breast cancer, supporting women and healthcare workers, and responding to emergency needs.

We've donated thousands of products to support disaster relief and pandemic response.

We are profoundly proud of the impact our donations and contributions have made to millions of lives worldwide.

**Because when we give back,
we help others live better.**





OUR CHARITABLE STATISTICS:

- \$257,000 donated in Australia
- \$100,000 donated in New Zealand

Making a difference

One chance.
Let's make it count.

**We've been gifted one planet –
and it's ours to protect, together.**

So, we're proud of our philosophy,
our people and our products.
Every small change we make –
reducing chemicals, cutting
single-use plastic, minimising
waste, using recycled ingredients
– adds up to something bigger.

We're making an impact.

But we're just getting started.

**Let's unite to make an even
bigger difference.**



DID YOU KNOW?

Every day, 8,000+ trees are
cut down to feed the paper towel habit in
Australia and 1,500+ in New Zealand.

(AU: indexbox.io NZ: torkglobal)

1.8



billion +

straws have been saved
from becoming plastic
pollution through sales
of our Stainless Steel
Drinking Straws.

Global sales since launch in 2014

415

million +

plastic bags have
been saved from
circulation through
sales of Reusable
Grocery Bags.



Global sales since launch in 2015

572
million +

dryer sheets saved from
landfills. Thank you, Fluff
and Tumble Dryer Balls.



Global sales since 2019

12
million +

fewer plastic bottles in landfills.

Norwex Recycled Microfibre Yarn

Many of our microfibre products
are made from 50%-91% recycled
microfibre yarn, saving more than
12 million plastic bottles from landfills.

697
million +



paper towel rolls saved
from landfills through
Counter Cloth sales.

Global sales since launch in 2018



Change matters

Change matters.
And it starts now.

At Norwex®, we envision a world where living without harmful chemicals isn't the exception – it's the norm. The harm that some everyday chemicals may be doing to our health and the health of our children often goes unnoticed.

That's why we continue to speak up. We do not look to judge but to raise awareness and educate, showing how we can all live cleaner, safer, better.



DID YOU KNOW?

In Norwegian, 'trygghet' means a sense of being secure, safe and protected. But more than physical security, it means emotional security, trust and stability. And that's something we all want and need.

It's why we will continue to grow our family of Consultants who share their own personal experiences, pass on our message and inspire small changes that all add up to keeping our children, our homes and our planet safe.

What we do gives us a feeling of immense pride.

Change matters. Thank you for making change happen.

A brief history of Norwex

1994

Bjørn Nicolaisen founds the company in Norway and 'cleaning without chemicals' is born



1999

Norwex expands into Canada with our Co-Founder Debbie Bolton as Norwex Enviro Products



2013

Norwex debuts a charitable giving program called the Norwex Foundation for a Brighter Future



2011

Norwex begins operations in the US and expands its Personal Care products



2015

Norwex New Zealand opens.



2017

Norwex introduces microfibre made from 70% recycled content



2020

Norwex creates the first-of-its-kind microfibre mask during the Covid pandemic and donates more than 1 million masks to front-line workers globally





2003

Norwex becomes one of the top leaders in enzyme-based formulas thanks to the introduction of Odour Eliminator



2007

BacLock® – an antimicrobial agent intended to protect and self-clean the cloth by inhibiting growth of odour-causing bacteria, mould and mildew – is introduced



2008

Norwex Australia opens.



2025

Fully recyclable paper packaging is launched for Home Care that uses 90% less plastic, helping conserve valuable resources



2023

Refillables are introduced to the skin care range to help reduce waste



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Norwex Australia Pty Limited: Ph: 07 3204 9444 | Web: www.norwex.com.au | ABN: 85 129 561 262

Norwex New Zealand Limited: Ph: 0800 895 015 | Web: www.norwex.nz | NZ GST #: 116 489 619



