

# THE | TIDES

WELLNESS

Look Feel and Perform at your Best







## Welcome to The|Tides

The|Tides is a premium wellness brand founded and conceptualized by Annemarie Wortman, Kimmo Jacobs and Louis Wijdenbosch. We are a passionate and dedicated team rooted in many years of seasoned (clinical) experience, extensive knowledge and expertise in the health, wellness, sports and hospitality arenas. Starting out in the late nineties we established The|Tides and enjoyed decades as a renowned health and wellness resort nestled in the coastal area of The Netherlands before changing in 2018 into a wellness product brand and education house elevating our modern, holistic and science-based approach to wellness to the next level.

We have a passionate commitment to empower people to take control of their physical, mental and emotional wellness in order to live better and healthier lives. We developed a series of result driven wellness self-care products and rituals for a transformative journey to optimal health and wellbeing while educating professionals through our innovative BrainBody Wellness methodology.





## Wellness Self-Care Products | Thoughtfully Developed Formulas

We formulate result driven self-care that performs and transforms. They vary from natural and organic skin care products, a targeted collection of bath soaks, aroma-therapy synergy blends and fragrances with functional scents to transdermal supplements. Our formulas are made with active botanical and mineral ingredients of the highest quality and efficacy. They are always clean, pure, vegan, cruelty free, sustainably sourced and 100% biodegradable. Every ingredient is chosen for its powerful characteristics and rooted in the knowledge and wisdom of the traditional healing arts and modern scientific insights.

## Re-Usable and Recyclable Packaging

All of our products are made and packaged in the Netherlands in high quality, luxurious and 100% recyclable violet glass. This unique bio-photonic glass naturally preserves the essence of our formulas for 2 years. Our high-quality (refill) pouches are 100% recyclable and aluminium free. The product and shipper boxes are FSC (Forest Steward Council) certified and sustainable, made of 100% recycled materials. Currently 95% of our packaging is recyclable and/or biodegradable. We are working very hard on the other 5%.







## BrainBody Wellness Treatment Training Program

Born from our many years of (clinical) experience and expertise we developed a new generation of transformative BrainBody Wellness treatment courses equipping massage therapist with an expert level of understanding about the multiple brain-body-microbiome pathways enabling them to offer personalized wellness solutions while raising the quality and outcome of their wellness treatments to a higher level.

### Methodology

The BrainBody Wellness methodology is an innovative framework for an integrated way of working and thinking around the psychosomatic body that takes a paramedic, trans-disciplinary approach to wellness. This integrated approach, based on a clear theoretical and scientifically backed foundation, connects the power of different kinds of advanced techniques with hands-on bodywork, mindfulness and movement practices in combination with the use of targeted professional use products which leads to amazing treatment outcomes.

All of The|Tides wellness approaches are themed around the 21st century challenges perfectly designed with the modern wellness consumers in mind, looking for innovative wellness approaches to:

- + de-stress from the fast-paced life
- + restore physical, mental and emotional balance while regaining strength and resilience
- + detoxify from urban stressors, digital overload and environmental pollution
- + improve skin health
- + relieve high muscle tension and fatigue to recharge energy
- + boost immunity and restore hormonal imbalances
- + improve sleep quality



## Our Sustainability Commitment

We are driven by the simple belief that we cannot live a healthy life on a sick planet. We can only be as healthy as the environmental ecosystems we depend upon and those are currently under severe existential threats. We made it our mission to contribute and increase awareness that we must connect our personal wellbeing to the wellbeing of the planet. And that's why, we incorporate with everything we do ethical and sustainable practices – without hurting anyone in the process – to protect the fragile balance between ourselves and the planet and to protect it for future generations.

## Ocean Wellness

We chose The|Tides as our brand name as it represents a symbol of the forces of a much needed change. Here the power of the ocean, since ancient times regarded as the mother of life and deeper consciousness, meets the firmness of the land and grounds us to the main arena of human affairs. By adding the symbol | to our company logo, we have emphasized the depth of the ocean, where there is more to see and experience than what only lies on the surface. The oceans hold about 96.5 percent of all the water on the planet and drives its climate. They supply us with 70% of the oxygen we breathe, feed us, has the power to heal us and are a source of joy; enriching our mental and emotional wellbeing, yet we treat them as if they are bottomless. Plastic waste and pollution are contaminating the oceans in such a way that it is seriously disturbing biodiversity and ecosystems and is a severe existential threat to ocean life and ultimately to us humans. Sadly, the beauty, wellness and hospitality industries are also notorious contributors to this process.







## Dutch Wellness | Brand Inspiration

The founders of The|Tides are profoundly Dutch and have literally been growing up at the Dutch seaside. They have taken their inspiration for The|Tides from the ocean and the Dutch natural reserves where the rhythm of the tides, the seasons and the influence of the elements take their natural course.

Here nature still runs wild and continually adapts to the daily changeable circumstances. On the tidal flats and in the wetlands where fresh river water mixes with salty seawater, one will find plants with unusually powerful properties for health and regeneration that are resilient yet blooming brightly. This natural balance in Dutch nature, teaches in turn the need to consciously keep a strong balance within us as well as to maintain calmness, resilience to stress, acceptance and savouring of the many challenges that living modern life has.

Living at the Dutch seaside is an archetype of the need to co-exist with the elements, adjust to the movement of the tides and the rhythm of living life according to the seasons. The Dutch have reclaimed land from water and turned it into habitable land but have also respectfully given back to co-exist with the elements, which to us is the ultimate exercise in resilience and adaptation. This creative survival impulse also manifests as a progressive willingness to embrace and act on unconventional ideas and in this way to embrace the future. This, in combination with the concept of the Dutch free spirit, open mind and natural beauty with a healthy but pragmatic lifestyle and the principle of less is more, became the ethos for our company The|Tides.

We are living in an era of boundless discovery and innovation, but we know that it must be firmly based on a deep respect and understanding of nature, and our place and responsibility within it. Modern science has brought us to a new comprehensive understanding of nature, which we believe validates ancient wisdom that has been known for centuries and learned intuitively. We must use science, ancient wisdoms and our own intuition to protect the fragile balance within and between ourselves and the planet.



## CONTACT US

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