



RUOHONJUURI

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Nordic Collaboration to Enhance Health and Wellbeing Across the Region

Ruohonjuuri (FI) + Kinsarvik (NO) + Hälsokraft (SWE)

Hälsokraft HK Holding, a well-established **Swedish** health retail group, **Ruohonjuuri**, a **Finnish** pioneer in organic and sustainable products and **Kinsarvik/Goodlife**, a leading **Norwegian** natural health retailer, are excited to announce the strengthening of their collaboration to enhance their presence across the Nordic region.

This expanded cooperation marks a significant milestone in the growth journeys of all three companies, creating a powerful Nordic alliance rooted in shared values, deep market knowledge, and a joint ambition to drive sustainable growth.

"We are incredibly excited about this strengthened collaboration to enhance our presence across the Nordic region," stated **Rani Malk, CEO of Hälsokraft HK Holding. Päivi Paltola, CEO of Ruohonjuuri** and **Ronny Sandvik CEO of Kinsarvik/Goodlife**, in a joint statement. "This partnership enables us to create valuable synergies, build strong supplier relationships, and share key learnings from our diverse markets. By combining our expertise, we are laying the groundwork for a more resilient and expansive future together."

This strategic alignment positions the collective to better serve customers, partners, and communities across Finland, Norway, and Sweden, offering an even broader range of high-quality health, organic, and sustainable products.

"We look forward to what we will achieve – together," the three CEOs concluded.

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About Ruohonjuuri: Ruohonjuuri is Finland's leading specialty retailer for natural well-being, deeply committed to promoting holistic well-being and sustainable living.

About Kinsarvik/Goodlife: Kinsarvik/Goodlife is a leading Norwegian retailer in the natural health sector, known for its extensive range of health-focused products.

About Hälsokraft HK Holding: Hälsokraft HK Holding is a well-established Swedish health retail group, dedicated to providing a wide selection of health and wellness products to its customers.

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