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Noooner becomes exclusive Lingora oral rinse distributor

Jussi Heinonen,
CEO, Noooner
with Samantha
Phillips,
marketing
manager
Picture:
Keith Heppell



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Trumpington-based Noooner has become the exclusive UK distributor of Lingora's Natural Oral Rinse.

Noooner was incorporated in 2021 as an IT consultancy by founder and CEO Jussi Heinonen.

Made exclusively from fermented wild Arctic lingonberries and water, Lingora mouthwash represents a completely different approach from conventional chemical-laden options.

The potential of lingonberries was identified by Finnish dentist Dr Pirjo Pärnänen, a doctor of oral microbiology, doctor of dentistry and a doctor of philosophy in biochemistry. Dr Pärnänen discovered the power of wild Arctic lingonberries while treating patients with chronic dry mouth and oral infections. She had noticed a troubling pattern in her

Helsinki dental practice. Patients using asthma medications frequently developed dry mouth symptoms and recurring yeast infections. Rather than reaching for synthetic solutions, she turned to traditional Finnish medicine. The berries contain natural anti-inflammatory, antioxidant, antimicrobial and anticancer compounds.

Her research, spanning over 15 years and published in peer-reviewed journals including the International Journal of Infectious Diseases, demonstrated lingonberries' remarkable oral health properties.

Through Dr Pärnänen's patented fermentation method, the natural sugars are reduced to safe levels while preserving these health-boosting properties.

"100g of wild arctic lingonberries contain up to 8g of sugars," notes Dr Pärnänen. "The fermentation process reduces sugars to produce a product

that is safe to use daily whilst still harnessing the power of the nutrients."

Noooner was introduced to Lingora through a family connection. The CEO of the Lingora manufacturer in Finland, Ville Heinonen, is the brother of the CEO of Noooner, Jussi Heinonen.

"Ville reached out to us asking if we would like to become exclusive distributors of Lingora in the UK," says marketing manager Samantha Phillips. "One arm of the company still continues as an IT consultancy today, whilst the other arm has ventured out into the natural healthcare space being run by myself and Jussi."

"We are a husband-and-wife team, and together we undertake the journey of distributing and marketing Lingora in the UK, whilst Jussi also continues his IT consultancy for the foreseeable future."

Lingora achieved a Vegan

Approved trademark and today Team Lingora is dedicated to transforming oral healthcare through evidence-based natural solutions. The team of three in the UK enjoy a close working relationship with the manufacturers and inventor of Lingora in Finland.

The product's gentle, chemical-free formula makes it suitable for groups overlooked by traditional oral care such as cancer patients experiencing mouth ulcers and dry mouth from their treatment; menopausal women facing hormonal dry mouth symptoms that can lead to gum disease; and care home residents with dementia who can maintain oral health without risks from chemical products.

Lingora is available at Harrods and through pharmacy wholesaler PharmaPlace, plus online at Superdrug Marketplace and Amazon at £25.90 for a 120ml bottle.