

Adem London – Script

Version 1

This story begins in the lush mountains of Ordu, Turkey. On a family farm, a boy dared to dream by bringing carefully handpicked hazelnuts from his home to yours. Ninety years of sustainable farming using ancient methods lies at the heart of this community, where the humble hazelnut is individually harvested by tender hands. The hazelnut oil that underpins the ADEM London product range for hair and skin is ethically sourced and cultivated here, in the small hillside village of Kumru, where traditional, small-scale agriculture has delivered a nutrient-rich oil that is a natural and ethical choice for hair and skincare. By choosing ADEM London, you are choosing to nurture not only yourself, but the environment and this beautiful community.

Version 2

The rolling mountains of Ordu, Turkey. Here, Hazelnut farming has sculpted the land and the community that has cultivated it. These generational agricultural practices have been handed down through the ages. In fall, these mountains become a hive of activity as each hazelnut is harvested by careful hands. Adem Oygur grew up in the small village of Kumru but left as a young boy to pursue his dream of hairdressing in a big city. During Adem's time in London, he reached the top of his field, but his heart was back home Kumru. This inspired him to develop a product range ethically sourced from his family farm, where eco-conscious, mindful farming has created something magical in this nutrient-rich hazelnut oil that his family has produced for ninety years.