

Rieber and Son

1. What is the company's business idea?
2. In addition to making money for the owners, does the company have a public function?
3. Where are the factories?
4. When was the factory build?
5. Do you have ingredients from other countries?
6. Could it be a bad thing to export the raw materials from all over the world?
7. Could you bring in raw materials nearer the factories?
8. In what are you concerned about the conditions with the producers of the raw materials?
9. In what way will you contribute to save the climax in the years to come?
10. Where do you sell your products?
11. Would it cost more to produce ecological products?
12. Why is it safe to choose Rieber and Son?
13. In what extents are you concerned about the socially beneficial purposes?
14. Why did you sell the licorice factory instead of the sardine factory? Licorice is much better than sardines.

Interview with Vibeke Zahl (the hairdresser)

Today the day is May 4. 2010 and we are going to interview one of the hairdressers at Vicecapo saloons at the Central Bus station in Bergen. We are meeting a delighted, smiling and busy Vibeke Zahl. We sit down in two of the chairs in the saloon.

- First of all, why did you want to be a hairdresser?

She answered directly: - Since I was a little girl, I have always liked and wanted to work with hair, fashion and make-up. What is also so good about my job is that it is exiting to meet new people who always want different hairstyles. So as you see I followed my "dream". She smiled towards us.

- You mentioned that your work is exiting, so I would like to know how you usually work.

She sits up in her chair and leans forward and says: - My work is theoretical simple: it consists of color hair, cutting hair, highlighting hair. We also do hairstyles and sometimes make-up. All this depends on what the consumers and customers want. Sometimes the customers bring us photos of hairstyles they want, but not usually. All customers want different kinds of hairstyles so the work is very varied. What the customers want depends on the fashion and the person's personality. So I enjoy working.

- It is good that you enjoy working, but can you work as a hairdresser your whole life? Is it financial?

- Now days, I would say yes, because we have a vision. As you probably think about was it not something you can live on before. One of the reasons that it is financial to work as a hairdresser may be that the prices have rose.

- As the next question we would like to know if you use healthy products then you color or highlight hair?

- No, we do not use entirely healthy products. That is because every product contains some kind of chemical that is toxic. You have for example silver platter and

“paraben”. They extend the durability and you can say that they pollute the product. If we take away these substances the product we become environmental. Products that contain perfume can cause allergic reactions, but there are products that are more toxic than others. The more hydrogen quantity the products contain the more toxic it is. There are added substances as perfume, methanol and other chemicals that are taken away from some products. That makes the products organic. The organic products are the healthiest. So we are looking for to do not use more of the chemical product so we can protect the health of your hair and face.

- So, is the hairdressing industry planning to develop healthier ways to color and highlighting hair?

- Actually, it has been researched on for almost 10 years now. We are always discovering new and healthier products than before. We hope in the future the laboratories can create something healthier.

We looked around in the store and say: - Your store has many different products. Do you know where they come from?

She leaned back in the chair and wondered a little: - We have many products imported from Italy, where most of the organic products come from. We also have a lot of products from London, United States and Australia. We also have a laboratory in Venice in Italy where we research on the effects on our products, develop new products and to prevent the damage they may cause.

- As a final question, we would like to know what today's hair fashion is and the most popular hairstyle?

She smiled and leaned forward and says: - The most popular hairstyle is long colored hair with extensions and short hair with a long forelock.

REPORT OF KINSARVIK

Our group visited Kinsarvik fruktutsal at the centrum of Bergen. We interviewed the owner of the shop, because we were really curious consumers with want to raise the knowledge.

The shop was established when owner's son got sick and needed special diet to live, there were no other medicines. It was really hard to find special food for the son, so the owner decided to help others at the same the same situation. That's how the shop has born."

While the owner was studying different kind of diets she also found out that being ecological is very important way to live nowadays. So she decided that her shop would be as ecological as possible. The goal is to be totally organic, but of course it's very hard to reach. We also have to remember that there is no idea to have a shop if you don't earn anything and can live with that money you earn.

Producing ecological products costs more, because there aren't enough consumers buying those products and also the the interphases of the products are slower and costs almost always more than normally. That's why the prices are high and that reduces consumers a lot.

Some of the products are also part of fair-trade program, which means that the producers get paid enough.

There are also other Kinsarvik stores in Bergen. When you enter to the shop, you start to think what do all those protein bars and –shakes mean. Shouldn't everything have had green values? We found out that those proteins were mentioned for vegetarians, so they were able to get the proteins they needed without so much

eating. Those protein adding's are good if you want to mix the vegetarian lifestyle with sports or slim appearance.

Shop doesn't offer only proteins as a part of different diets. They also have many kind of vitamins and pills that help you to get all nutrition's you need to have healthy diet.

If you are starting a new diet and your knowledge of that is way too small, it won't be a problem. Kinservik store sells books that tell about food, diet, ageing, slow and raw food etc. One book which straightly attended us was "The Green Bible" that told you everything about green food.

Owner told us that most of the consumer who visit Kinservik are middle-aged people with children and permanent jobs, but she added that of course they aren't the only customers. Amount of male youngsters among the customers of Kinservik fruktutsalg was surprisingly high.

If those people can consume with green values, why couldn't we?

Piercings

Piercings are becoming more and more popular nowadays. Many teenagers have the wish of getting one, too, but many simply don't know anything about the risks, the infections could be there. So as we worked on the topic "body cult" during the Comenius Project, we also talked about piercings and tattoos and that's why we decided to get some information from someone who actually have a piercing. We interviewed Lotta, a Finnish girl, who has a piercing in her tongue and ask her some questions about hers.

1. Where do you have your piercing?

I have one in the tongue.

2. How many do you have?

One, but I had one in my belly some time before, too.

3. How old have you been when you got your piercing?

I was eighteen.

4. How does your piercing look like?

It just looks good ;D

5. How did your parents react?

For my dad that wasn't a problem. He actually wasn't very interested. But my mum didn't like it – but she just had to got used to it.

6. What did your friends say to your decision? How did they react?

One the one hand some of them said "Yes! Cool! But I would never do that ..." because they were scared but on the other hand there were also friends who said that it is just "normal" and nothing special.

7. Why did you want to have one?

Because it just looks nice.

8. Is it a normal thing to have a piercing in Finland?

Yes, it's a normal thing. Almost twelve in my class do have piercings, too.

9. Did you have any role model you wanted to look like?

Yes, of course many.

10. Are you still happy with your piercing? Or do you even regret it? Would you do it again?

Yes, I'm really happy and would do it again even if it's very painful.

11. Did you let it make professional or did you do it yourself?

You have to do this professional.

12. How much does it cost to make a piercing? Is it expensive?

It is expensive, yes. Round about 450 kroner at least.

13. Did it hurt to let it make?

To make the piercing didn't hurt much, but afterwards it hurt a lot. I actually couldn't eat properly and my tongue was like double.

14. Where did you let it make?

It was in the Tattoo and Piercing studio called "Heaven and Hell".

15. Do you want to have some more piercings?

Yes, in the belly again and more in my ears maybe.

16. Do you change your piercings?

Yes I change them.

17. Did you get any infection?

Yes I got one in the belly and that was really painful.

So to sum up: Although there are risks, many people, especially teenagers want to have a piercing. They have their role models they want to look like, but it's also a way to express yourself, to show your personality. We think it's okay to have a piercing, but you should be well informed about everything could happen, before you decide to let make a piercing. You have to be 100% sure, that you won't regret it in the future and you should take that time to think about all that, to talk about it with your parents and friends.