



PRESS KIT

Skincare worth keeping cold.

Fresh ingredients.
Thoughtful formulas.
Cold from the start.

Wild Ice Botanicals is a family skincare business based near Pensacola, Florida. Founder Mila Busch makes small batches in the brand's own studio, keeping ingredients and finished formulas cold until dispatch.



A different starting point for skincare

Cold preservation shapes how Wild Ice sources, formulates, stores and sells its products. The story begins long before a bottle reaches the bathroom shelf.

Meet Mila Busch.



From her grandmother's garden to her own formulation studio

Mila grew up with homemade botanical skincare, made by her grandmother from ingredients in the garden. Freshness was part of the routine.

After moving to the United States, she began developing her own formulas. Wild Ice grew out of that interest in fresh ingredients and the care they need.

Today, Mila remains the founder and formulator. The company makes its products in small batches in its own Florida studio.

A family business with a hands-on founder

For founder interviews, the brand's origin story, current product details or high-resolution photography, contact the Wild Ice press team.

[Read the full Wild Ice story](#)

THE COLD STANDARD

Freshness takes a little more care.

Wild Ice builds cold storage into the making of its skincare, with thoughtful formulas and small batches at the center.

01 Ingredients kept cold

Ingredient storage is part of the formula's story. Wild Ice keeps its ingredients refrigerated in the studio.

02 Made in small batches

Mila formulates the line in the company's own studio. Weekly batches keep the focus on freshness.

03 Cold until dispatch

Finished formulas stay refrigerated before they leave the studio. This is cold preservation before shipping; delivery itself is not refrigerated.

A useful story to explore

What changes when freshness becomes a design decision for a skincare company? Wild Ice's answer connects ingredients, production, storage and the everyday ritual of caring for skin.

[Explore why Wild Ice preserves with cold](#)

Start with the daily essentials.

Four products form the Essentials Routine: cleanse, tone, nourish and moisturize. The broader line includes targeted serums, a weekly facial, body care, fragrance and tools.

B-Meltee

Cooling Niacinamide Cleanser

[Product details →](#)

Gaea's Gala

Galactomyces Ferment Toner

[Product details →](#)

Cryo-C

Vitamin C Glow Serum

[Product details →](#)

D.B.T. Baba Yaga

Peptide & Ceramide Face Cream

[Product details →](#)

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Request interviews, current product information, founder portraits and high-resolution product imagery. For the latest prices, ingredients and availability, use the product links above.