



the Wild Hearts



playdough & more

Why play with playdough?

- CALM & MINDFUL PLAY
- FOCUS & LEARNING
- CREATIVITY & IMAGINATION
- FINE MOTOR SKILLS & DEVELOPMENT
- OPEN-ENDED & SUSTAINABLE PLAY
- INDIVIDUAL & JOINT



PRODUCT CATALOGUE

2023 / 2024



Why choose the Wild Hearts?

- PRODUCED IN DENMARK SINCE 2018
- ORGANIC INGREDIENTS
- COLOURS FROM PLANTS & MINERALS
- RECYCLED & REUSABLE PACKAGING
- CAN BE DRIED AND SAVED
- CAN BE REVIVED WITH WATER
- LASTS REALLY LONG

SCAN ME



How to become a retailer?

CONTACT:



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DENMARK 



the Wild Hearts



playdough & more

Our story began in 2018 in the North Zealand region of Denmark, when Elina decided to make naturally dyed playdough that would last. Since then thousands of kids, including her own, have tested the Wild Hearts playdough and endorsed the never ending play to continue. We express a huge gratitude to them and their parents for that.

Here we are today with a range of products, designed and created in a fairytale Denmark.



ORGANIC & NATURALLY DYED

the Wild Hearts playdough is produced in Denmark and is certified according to EU standards. We carefully choose organic and natural ingredients and source recycled packaging from Europe. For production we use organic flour, oils and natural dyes, like turmeric, spirulina, cacao and hibiscus, as well as non-toxic conservatives.



FOSTERS CALM & MINDFUL PLAY

Children need activities that foster calm and mindful play, like drawing or modeling. This is a great investment in healthy and balanced childhood, especially in the modern busy world. the Wild Hearts playdough will help to reduce anxiety and will create peaceful moments for you and your child. Pleasant natural colours and soft texture are just perfect for that.



SPARKS CREATIVITY & IMAGINATION

the Wild Hearts playdough is a great material, giving space for endless imagination. With a little guidance, or just on their own, children are able to create worlds and characters for play, bringing them an abundance of joy and satisfaction. Get outside and collect leaves, pine cones, flowers and stones to supplement your creations and make it even more fun.



ENCOURAGES FOCUS & LEARNING

Sensory play encourages learning through exploration, curiosity, problem solving and creativity. It helps to build nerve connections in the brain and helps the development of language and motor skills. Shapes forming, numbers and counting, letters and curves, colours and mixing are some of a few learning activities the Wild Hearts offer.



SAVE YOUR ART

The feeling of accomplishment and satisfaction with the final result is just as important as the process. Children often want to save their creations, and with the Wild Hearts playdough it is definitely possible. Place your work in the oven at 50-60 degrees Celsius until the surface of the art is dry, let it airdry for the next couple of days. Apply any edible oil to revive natural colours.



RE•PLAY

Consciousness is the notion we give to our children via everyday behaviors, including play. the Wild Hearts playdough can be reused many times by adding water and storing it in tightly closed containers.

The containers are made of high quality recycled materials, like used fishing nets. They can be reused, handed back to us or recycled again.

*read more about the best use
experience on the last page*





the Wild Hearts

about us

Since the start in 2018 the most important for us was that the Wild Hearts make a difference in the way playdough (modeling clay) is played with. My own three boys used up the conventional playdough within a very short time, it was mixed up and dried, plastic containers felt low quality. This seemed to be both expensive and non sustainable.



NEVER ENDING PLAY

My wish was to create a natural playdough that children would cherish and would play with again and again.

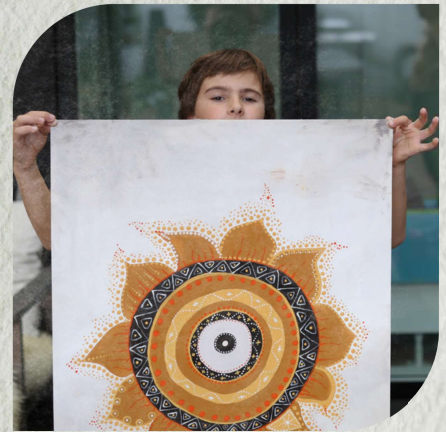
It took a year to develop the product we were satisfied with. We continuously experiment and improve both the process and the products, with constant focus on quality and sustainability, and most important, the feedback from our customers.

For the past years the Wild Hearts playdough was sent to shops and end customers in Denmark, Sweden, Germany, Finland, Switzerland, France, Italy, Spain and even USA.

THE SUN LOGO

It's not always easy to be a working mom and an entrepreneur. I get help and support from family, friends and partners, but a lot of the things I do myself, including the designs of playdough sets and the logo.

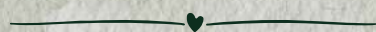
The logo means especially lots to me, because that's where it all started. The SUN symbol comprises the whole universe, including the human footprints. It is very important for the Wild Hearts that we leave a minimal footprint on this beautiful Planet and teach our children the "how to"..



CREATIVITY IS INTELLIGENCE HAVING FUN

Playdough, or modelling clay is an amazing material, offering plenty of ways to create and learn: colours learning and mixing, shapes forming, tray play, modelling worlds and characters, 3D or flat, decorations, jewelry, playdough food making - you name it.

Albert Einstein's quote "Creativity is intelligence having fun" became our moto, because playing with playdough is tightly connected to brain and motor skills development. Children are the best artists, they only need the space and materials to play with.

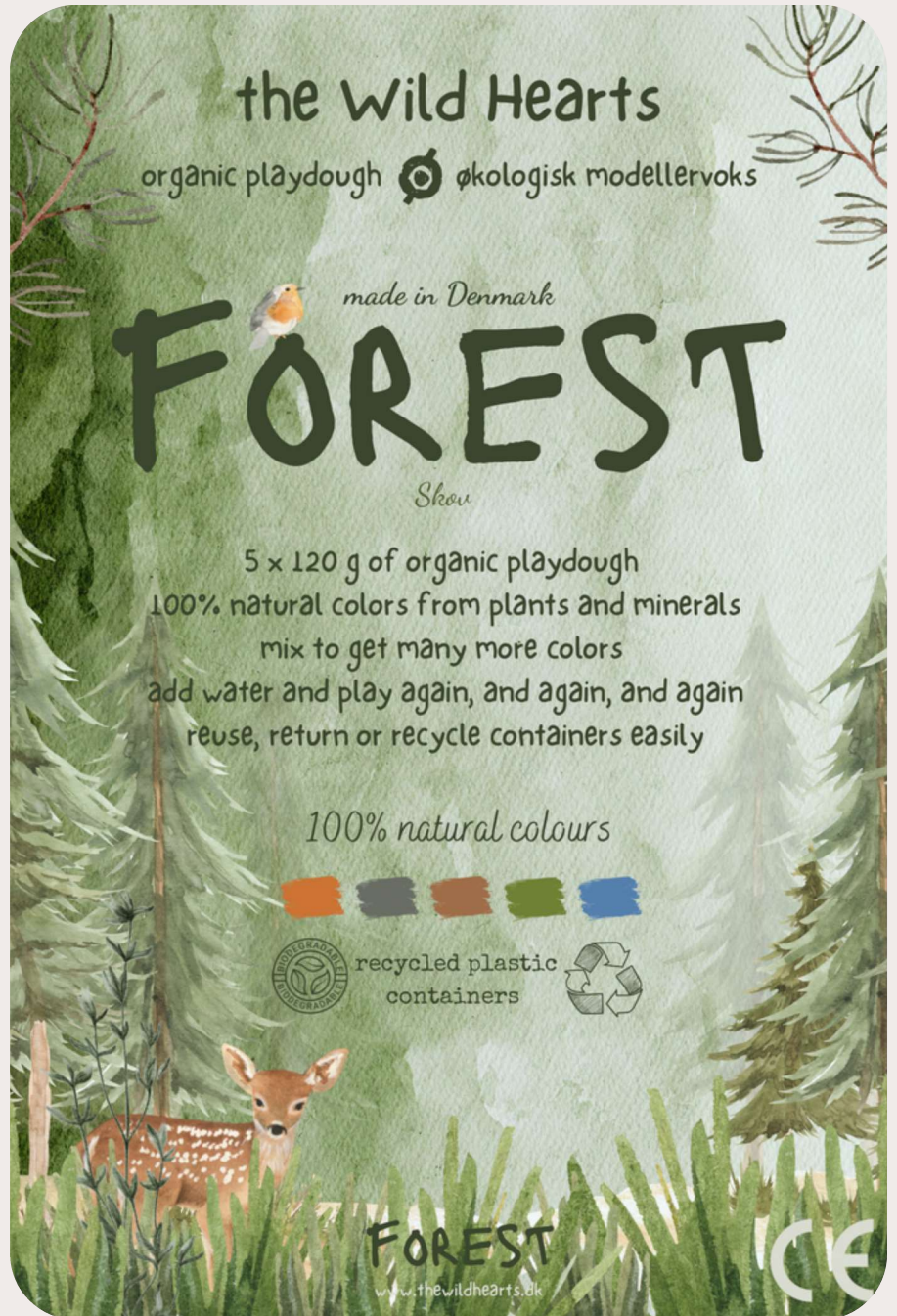




the Wild Hearts

DENMARK

FOREST set of organic playdough is inspired by love for experiencing the northern nature with pine tread and yellow-orange foliage in autumn, moss on stones and wild flowers in summer, with their beautiful pacifying colours. The blue, orange, grey, green and brown 100% naturally dyed playdough will allow you to recreate all 4 seasons the forest is living through the year. Mixing the colours will allow for even more variances.



FOREST set of organic playdough

CONTENTS: 5 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 199 DKK inkl moms

AGE: 2+ years, younger - under supervision





the Wild Hearts

DENMARK

SEA set of organic playdough is inspired by Scandinavian sea coasts with their light beige sand, green-blue water, grey stones and red-orange crabs and lobsters. The yellow, teal (blue-green), beige, grey and coral (red-orange) 100% naturally dyed playdough will allow you to model sea creatures, different water colours, sands and sun. Mixing the colours will allow for even more variances.



the Wild Hearts
organic playdough økologisk modellervoks

made in Denmark

Sea

Hav

5 x 120 g of organic playdough
100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours

recycled plastic containers

www.thewildhearts.dk

SEA set of organic playdough

CONTENTS: 5 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 199 DKK inkl moms

AGE: 2+ years, younger - under supervision





the Wild Hearts

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HYGGE set of organic playdough is inspired by the Danish concept of "hygge", meaning cosy, mindful and pleasant atmosphere. A glow of candle light, spending nice time with your near ones or just gazing at nature with a cup of cacao is "hygge". The yellow, beige, purple, blue and moss green 100% naturally dyed playdough will let you model earthy warm and natural creations. Mixing the colours will allow for even more variances.



the Wild Hearts
organic playdough økologisk modellervoks

made in Denmark

HYGGE

5 x 120 g of organic playdough
100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours

recycled plastic containers

HYGGE
www.thewildhearts.dk

CE

HYGGE set of organic playdough

CONTENTS: 5 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 199 DKK inkl moms

AGE: 2+ years, younger - under supervision





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NORDIC set of organic playdough is inspired by Scandinavian winter, far out in the Arctic. The glow of Northern lights, snow, moss on stones and pine forest, white bears, polar foxes and hares – this is the North. The white, crimson, grey, pine green and blue 100% naturally dyed playdough will allow you to recreate Nordic and winter motives.

Mixing the colours will allow for even more variances.



the Wild Hearts
organic playdough økologisk modellervoks

made in Denmark

NORDIC

5 x 120 g of organic playdough
100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours

recycled plastic containers

NORDIC
www.thewildhearts.dk

NORDIC set of organic playdough

CONTENTS: 5 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 199 DKK inkl moms

AGE: 2+ years, younger - under supervision





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FLOWERS set of organic playdough is inspired by passion for summer and flowers, their amazing variety and beauty. Meadows and fields, forests and gardens full of blossoming colours - this is vacation times, warmth, sunshine and being close to nature. The turquoise, yellow, rose, lime green and natural white 100% naturally dyed playdough will allow you to make dozens of types of flowers. Mixing the colours will allow for even more variances.



the Wild Hearts
organic playdough økologisk modellervoks

made in Denmark

Flowers

Blomster

5 x 120 g of organic playdough
100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours

recycled plastic containers

Flowers
www.thewildhearts.dk

FLOWERS set of organic playdough

CONTENTS: 5 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 199 DKK inkl moms

AGE: 2+ years, younger - under supervision





the Wild Hearts

DENMARK

Containers
made from
ocean plastic



RAINBOW set of organic playdough is inspired by... Rainbow! There is hardly a person not fascinated by seeing a rainbow and wondering about if there is a treasure hidden at the end of it. The 9 colours of blue, orange, grey, green, brown, red, yellow, purple and white 100% naturally dyed playdough will allow you to model probably ANYTHING.

Mixing the colours will allow for even more variances.



the wild Hearts
organic playdough økologisk modellervoks

made in Denmark

RAINBOW

Regnbue

9 colours x 120 gr

100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours

recycled plastic containers

RAINBOW
www.thewildhearts.dk

RAINBOW set of organic playdough

CONTENTS: 9 x 120 gr

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 299 DKK inkl moms

AGE: 2+ years, younger - under supervision





the Wild Hearts

DENMARK

Containers
made from
ocean plastic



STARTER SET of organic playdough is great as a present, or to take with on a journey. It contains basic playdough colours, as well as a rolling pin, spatula, two random shape cutters and refresher spray bottle for water to revive the dry playdough. The blue, yellow, grey, green, white and red 100% naturally dyed playdough will allow you to create almost anything. Mixing the colours will allow for even more variances.



the wild Hearts
organic playdough  økologisk modellervoks

made in Denmark

STARTER-SET

6 colours x 120 gr
+ rolling pin, cutting shapes and Refresher bottle

100% natural colors from plants and minerals
mix to get many more colors
add water and play again, and again, and again
reuse, return or recycle containers easily

100% natural colours



 recycled plastic
containers 

STARTER-SET
www.thewildhearts.dk



STARTER set of organic playdough

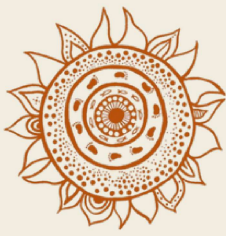
CONTENTS: 6 x 120 gr, wooden rolling pin, two random cutting shapes and refresher container for water

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 299 DKK inkl moms

AGE: 3+ years, contains small parts





the Wild Hearts

DENMARK

Containers
made from
ocean plastic



CREATIVE SET of organic playdough has been our best seller for a while and name speaks for itself. It contains basic playdough colours, as well as two random shape cutters, natural stones and two random stampers made of wood. The blue, yellow, green, brown, white and crimson 100% naturally dyed playdough will allow you to create almost anything.

Mixing the colours will allow for even more variances.



the wild Hearts
organic playdough økologisk modellervoks

Creative
set of organic
playdough

Add water and
play again
Bake at 60C to
save your art
Reuse the tins.

6 x 120 gr natural colours
+ cutting shapes, wooden stamps and natural stones

Creative
www.thewildhearts.dk

CREATIVE set of organic playdough

CONTENTS: 6 x 120 gr, two random cutting shapes, natural stones, two random stampers of wood

INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)

RRP: 299 DKK inkl moms

AGE: 3+ years, contains small parts





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TOOLS and ACCESSORIES are an important part of the play, and we believe that they have to be pleasant to touch and look at, as well as made of natural materials. That is the reason why we choose wood for stampers and rollers, and steel for cutting shapes. With simple good care they will last for a really long time and can serve for playing not only with playdough, but also in the imaginary (and real) kitchen.



BASIC SET

CONTENTS: rolling pin, spatula, cutting wheel and board

MAIN MATERIAL: wood

RRP: 199 DKK inkl moms

AGE: 3+ years



STAMPING SET

CONTENTS: 2 stampers with different patterns

MAIN MATERIAL: wood

RRP: 199 DKK inkl moms

AGE: 3+ years



ROLLING SET

CONTENTS: 4 rolling pins (1 plain and 3 with pattern)

MAIN MATERIAL: wood

RRP: 199 DKK inkl moms

AGE: 3+ years



CUTTING SHAPES

CONTENTS: 10 cutting shapes with different motives

MAIN MATERIAL: stainless steel

RRP: 199 DKK inkl moms

AGE: 3+ years





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PALETTES with 200 gr containers of organic playdough is for a real artist, who wants to create Earth, Bright, Pastel or Unicorn motives. The sets compliment each other and will last really long. Mixing the colours will allow for even more variances.



EARTH set of organic playdough

CONTENTS: 4 x 200 gr
INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)
RRP: 199 DKK inkl moms
AGE: 2+ years, younger - under supervision



BRIGHT set of organic playdough

CONTENTS: 4 x 200 gr
INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)
RRP: 199 DKK inkl moms
AGE: 2+ years, younger - under supervision



PASTEL set of organic playdough

CONTENTS: 4 x 200 gr
INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)
RRP: 199 DKK inkl moms
AGE: 2+ years, younger - under supervision



UNICORNS with bioglitter

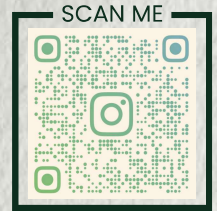
CONTENTS: 4 x 200 gr
INGREDIENTS: organic flour, water, natural salt, organic oils, non-allergenic preservatives, natural colorant (plant or mineral based)
RRP: 199 DKK inkl moms
AGE: 2+ years, younger - under supervision





the Wild Hearts

practical



INGREDIENTS

the Wild Hearts playdough is made of:
Organic flour, organic oils, clean water and natural salt,
100% natural dyes - either plant or mineral based,
non-toxic and non-allergenic preservatives
0% added scent

In case of any allergy concerns, please contact us at hello@thewildhearts.dk

THE BEST EXPERIENCE

If you would like to save your art - dry it in the oven at 60 degrees until the surface is dry, then let it air dry for some days.

The colours may vary slightly from one batch to the other, as we use natural dyes that may differ depending on the weather and place of origin.

To revive the colours of your art work, apply any kind of oil, for example olive oil, to the surface. You can repeat it several times for better effect.

If while playing the playdough starts to dry out, spray or add some drops of water until it's soft again. Remember to close containers when playdough is not used.

This is a natural product and bright colours can stain vulnerable surfaces - it's better to protect them. It's usually easy to clean the surface with water and mild soap.

Containers used for this playdough are made of recycled plastic and are of a very high quality. We encourage you to reuse them for playdough refill available at www.thewildhearts.dk

If you are in Denmark and have more than 20 empty containers from our playdough, you can return them for reuse. Write "RETURN" in the email subject and your name and address to hello@thewildhearts.dk. You will receive a return label.

This playdough can last for a long time, at least for two years, depending on how you used it and how much water was added.

Nothing will happen if a child eats some of this playdough, but we do not promote it for eating. It also tastes bad, so the probability of eating is low.

We have 100% satisfaction guarantee, meaning that if you have any questions or concerns about our products please write to hello@thewildhearts.dk and we will help.

with Love,
the Wild Hearts

