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To Whom It May Concern:

I'm proud to offer my heartfelt endorsement of my friend, colleague, and coauthor, Tina Jøhnk Christensen, as she was responsible for my best-selling non-fiction book, "Det skal føles godt: Tag hjertet med på vejen mod succes" ("It's Got to Feel Good: Bring Your Heart Along on the Road to Success"). It was a project on which we collaborated, published through Politiken's Publishing House, (one of Denmark's biggest publishing companies) based in Copenhagen.

The book launched in October 2018 in Denmark. Overnight, it ranked #1 on Denmark's bestseller list and held that prestigious position for several months. "It's Got to Feel Good" is an inspirational book, partly autobiographical, based on my successful journey with the Ole Henriksen name, one of the world's most successful skin care and wellness brands. It also offers advice for the reader on the key elements necessary to create and live a successful life. In essence, it's a guide on how to tap into your hidden potential. This includes stepping out of your comfort zone and challenging yourself to strive for new personal and professional goals you may have dreamed of pursuing, but lacked the confidence to tackle.

It must be noted, Tina is an extraordinary visionary. From the beginning of our collaboration, based on my original idea for the book, she arrived with a unique concept on how to create an outline for the content of each chapter. With uncanny insight, she elevated the material and broke new and unexpected ground, offering a fresh perspective. After focusing on the key elements of my advice, she bridged the autobiographical and inspirational components with great artistry, and executed the material in a manner, which could be easily digested.

A seasoned journalist, Tina has met and written about countless internationally famous personalities via her role as a member of the Hollywood Foreign Press Association, through which she also votes on the Golden Globes as the sole representative of Denmark.

During our intense and enjoyable collaboration, she was always on target. Tina brought a strong work ethic to the project and would often challenge me until she was able to elicit from me what she required. This also meant giving me assignments to complete from one meeting to the next. The result was a book that well exceeded not only my own expectations, but the publisher's.



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While she is very determined, her method is seemingly effortless, and her easygoing manner naturally brings out the best in people. She was able to give the reader an intimate portrayal of both the private and professional aspects of my life.

Her ability to find my voice was nothing short of masterful. With her deep perception and insight, the result was as if I had written the book myself.

She is reliable, well-prepared, and never misses a deadline. Endowed with a razor-sharp intellect, Tina is highly creative and very confident in her decisions. Her discipline is exemplary and we completed the book well before deadline, much to the delight of the publishing house.

A large component of the book's success was the level of trust she commands, which is an integral part of the creative process. As an entrepreneur, trust is everything to me -- Tina is extremely discreet with the most personal and delicate information. Naturally, I shared a lot of secrets with her, and she was adept at discerning which material should be included in the book to make it not only an artistic success, but commercially appealing.

I couldn't be happier with Tina's performance as a writer -- and colleague -- in whom I had the utmost trust. I regard "Det skal føles godt: Tag hjertet med på vejen mod succes" as my favorite of all my eight books thus far, a happy reality largely attributable to Tina Jøhnk Christensen. In short, I couldn't recommend her more highly.

Kindly,

Ole Henriksen