

ALPEOR[®]
SWITZERLAND

PRESS KIT

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ALEXANDRE
FLUECKIGER

FOR THE LOVE OF
PLANTS AND BOTANY





Since ancient times, plants have been used to relieve and treat all sorts of ailments. Now, more than ever, they continue to be a source of inspiration, and we still have much to learn from them. As we try to find ways to cope with the stresses of urban living, pollution and climate change, plants provide us with unique opportunities. Today, as in the past, they are the solution of choice to give the body the substances it needs and to maintain its vital balance, naturally...

I have always loved nature, and this love of nature is part of my heritage. In the 1950's, my grandmother and aunt were already developing some of the first plant-based elixirs. Were it not for this background, I would probably never have had the idea – or the desire – to create Alpeor in 2004. I wanted it to be a sustainable beauty brand, using 100% botanical active ingredients. By studying and observing Swiss alpine plants, and learning about their powerful properties, the way forward became clear. I would draw inspiration from the intelligence of nature and inject this intelligence into our formulas.

To do this, I work with a team of enthusiastic scientists, whom I like to call my "researchers of youth for the skin." Their work focuses on three disciplines: phytotherapy, phytochemistry and dermatology. We monitor and control every step of the process, from research to extracting active plant substances, and we do so with complete transparency and the highest scientific rigor. This allows us to guarantee maximum safety and visible results for the skin.

Welcome to the secret, confidential world of Alpeor – a magical world that revolves around the unexpected and infinite power of alpine plants, and the effectiveness of biotechnology.

Alexandre Flueckiger, founder of Alpeor

*« Qui regarde au sol
comprend ce qui se passe
au sommet »*

*Laurence Piaget-Dubuis, Actes poétiques
Matter of Change*





A PASSION FOR PLANTS THAT RUNS IN THE FAMILY



Alpeor was founded at the crossroads of different heritages and influences. Botany was in the family's blood, while Switzerland was seeing a burgeoning tourism industry. It's a brand that's emblematic of Switzerland, embodying a pioneering spirit, and driven by the passion of its founder, Alexandre Flueckiger.

From the myth of the Alps to the birth of a family tradition

At the end of the 19th century, Swiss tourism was in full swing, boosted by the development of modern transport (trains, funicular railways, cable cars). Prestigious and luxury hotels were thriving. Tourists flocked to the region from all over Europe, and particularly the English, who were keen to discover the unspoiled nature. They came to go hiking in the Alps and to climb the snow-capped mountains, but many also visited Switzerland to cure tuberculosis or respiratory diseases of the time. Visitors were drawn to the myth of the Alps, and this myth was at its peak.

A grandmother and aunt with a passion for botany

In the 1950's, it was very much in vogue to head to the mountains and soak up the pure, fresh air. Switzerland was the ideal destination for a wellness break – a place where you could rest, recuperate, and recharge your batteries. Montreux, with its unique microclimate, was one of the most popular resorts. And it was here that you could find the highly reputed Clinique du Bien-être Mirabeau. Anyone who was anyone in Europe's high society would go there for treatments. The clinic was run by Maria Bovet, grandmother to Alexandre Flueckiger. She worked alongside her sister, Clotilde Flandin, a trained nurse. Both women were pioneers, passionate about botany, and together they would organize wellness retreats that included walking in the mountains along with therapeutic and beauty treatments. The two women would also concoct remedies made with indigenous plants and serve up homemade lemonade!

From Alparum to Alpeor, keeping it in the family...

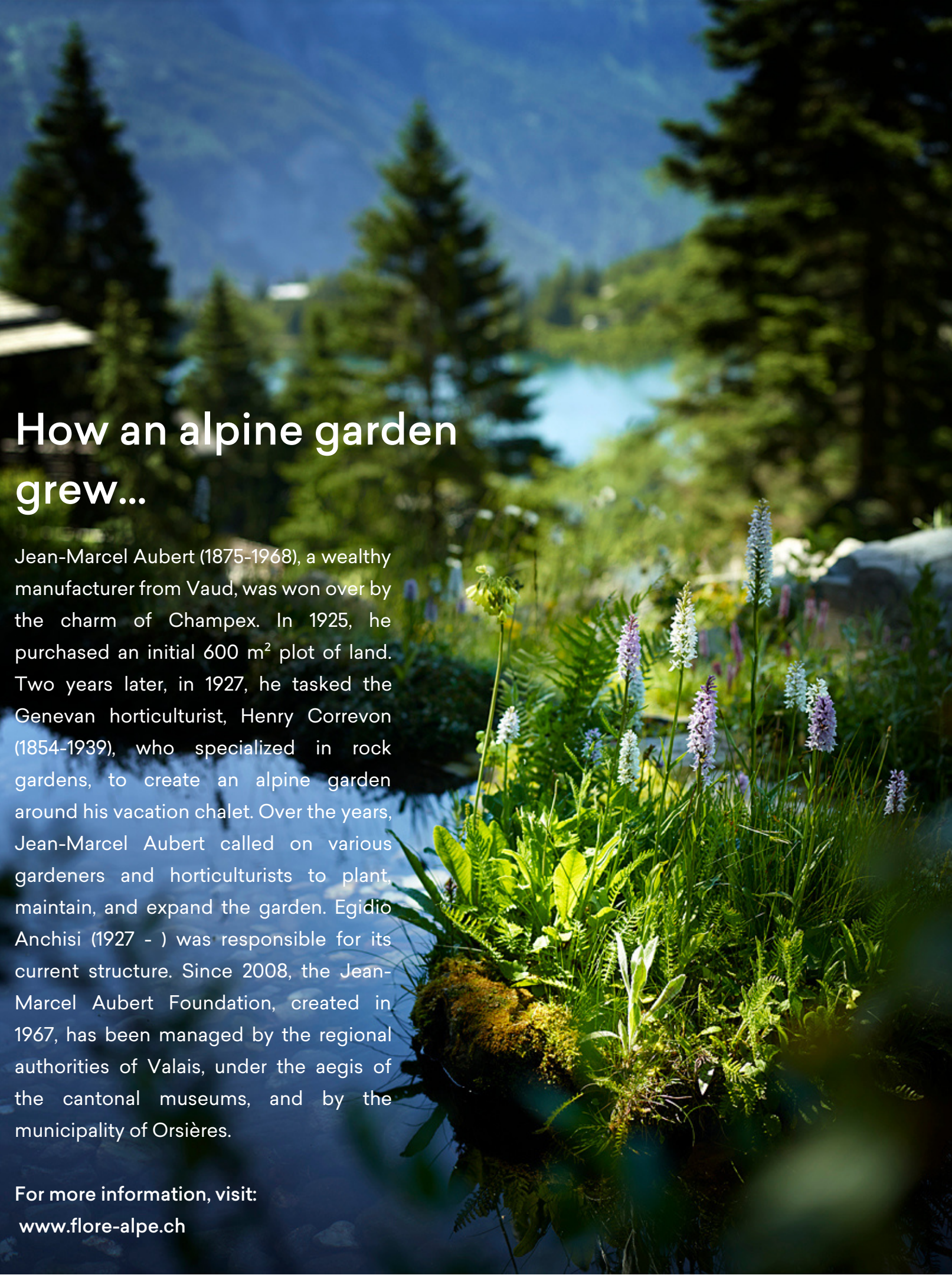
Maria Bovet had perfected a blend made with eleven essential oils, including Cypress, Geranium and Pine, with innovative antiseptic benefits. It could be diluted in different strengths to treat skin problems, sore throats, and mosquito bites (to mention a few). At the end of their retreat, guests would leave with a vial of this "miraculous" elixir, which was called Alparum. Half a century later, when he created his brand in 2004, Alexandre Flueckiger renewed this passion for plants. Even today, the Alparum blend is used in Alpeor's body care products!

**« *Toute graine
transporte la promesse d'un été.* »**

*Laurence Piaget-Dubuis, Actes poétiques
Matter of Change*



ALPINE PLANTS TO DEFY THE
EFFECTS OF TIME



How an alpine garden grew...

Jean-Marcel Aubert (1875-1968), a wealthy manufacturer from Vaud, was won over by the charm of Champex. In 1925, he purchased an initial 600 m² plot of land. Two years later, in 1927, he tasked the Genevan horticulturist, Henry Correvon (1854-1939), who specialized in rock gardens, to create an alpine garden around his vacation chalet. Over the years, Jean-Marcel Aubert called on various gardeners and horticulturists to plant, maintain, and expand the garden. Egidio Anchisi (1927 -) was responsible for its current structure. Since 2008, the Jean-Marcel Aubert Foundation, created in 1967, has been managed by the regional authorities of Valais, under the aegis of the cantonal museums, and by the municipality of Orsières.

For more information, visit:
www.flore-alpe.ch

Plants are at the very heart of Alpeor. Aptly named "simples" by botanists, these plants are almost invisible, yet simply powerful. In the Flore-Alpe botanical garden near Champex-Lac, you'll find Edelweiss, Narcissus, Rhodiola, Gentian and wild roses. This is where it (nearly) all begins...

Over 4,500 alpine plants

Half of Switzerland's alpine flora can be found in this garden. Alongside rare plant species are some of the key beneficial plants with cosmetic benefits, such as Masterwort, Lady's Mantle, Yarrow, St John's-wort, Ribwort Plantain, Peppermint, Witch Hazel, Heath Speedwell, Sage, Lemon Balm, Black Elder, Alpine Rose, True Lavender, Edelweiss, Garden Thyme, Bilberry and Larch.



« *Racines profondes pour contrevent.* »

*Laurence Piaget-Dubuis, Actes poétiques
Matter of Change*

The magical world of Alpeor

Situé à 1 500 mètres d'altitude, au cœur des Alpes valaisannes, le jardin botanique flore-alpe constitue un observatoire unique du monde végétal. Cet écosystème favorise l'autorégulation de la flore tandis que la diversité des végétaux cultivés contribue à assurer une stabilité écologique essentielle. Pour nos experts scientifiques, il fait office de laboratoire à ciel ouvert sur 10 000m². Alpeor soutient le travail de conservation de ce jardin depuis 2010 auprès de la Fondation qui le gère (voir encadré à côté). Celui qui en parle le mieux est Alexandre Flueckiger : « Ce jardin est une source d'inspiration et de créativité. J'y viens régulièrement pour étudier de nouvelles variétés et comprendre pourquoi les plantes vivent à certains endroits. Alors que la biodiversité est confrontée au réchauffement climatique, les plantes doivent s'adapter et développer des propriétés et molécules intéressantes pour les soins du visage. »

"Yes, plants are sentient and intelligent beings!"

This is Alexandre Flueckiger's motto. "In our collective imagination, plants are associated with something static and passive (just think of the verb "to vegetate"). Our mission is to harness the intelligence of nature and use it to defy time." Such is the basis of the philosophy of Alpeor: to reproduce the power of plants and deliver it to the skin by creating the age-defying solutions of tomorrow.

HIGH-TECH PRODUCTS INSPIRED BY NATURE



What is it about alpine plants that makes them so valuable for use in cosmetic products? The answer is simple. In the Swiss Alps, more than anywhere else in the world, the plants and flowers that grow there are exposed to both extreme and changing conditions: high altitudes, low temperatures, snow, wind, harsh UV rays, dryness and humidity.

Drawing inspiration from the power of plants...

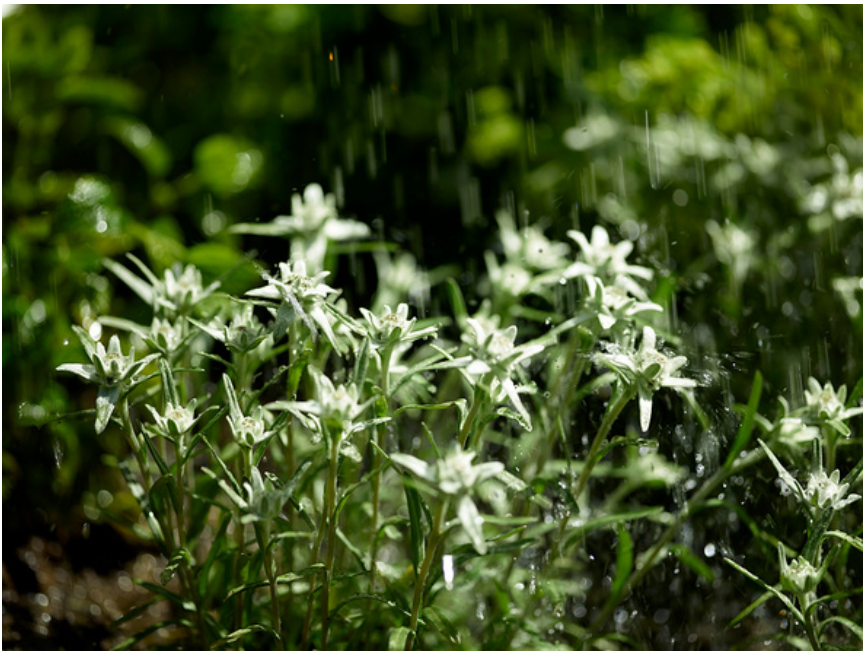
Plants must constantly adapt and develop their own defenses. From one season to the next, the plant world regenerates itself, over and over again. At times, cellular activity slows down, only to be reactivated later. So why not use the same strategy to fight the aging process or at least control its origin? Why not give the skin the same means to slow down the biological clock, so that cells can live for longer and the skin is more resistant to environmental aggressors? By applying the principles of biomimicry, Alpeor has succeeded in developing formulas designed to do just that...

Alpine plants that are good for the skin...

Alpine plants are not just good for your health and well-being, they're also good for the skin. They contain all the nutrients, such as antioxidants, that the skin needs to regenerate. This is why Edelweiss, Narcissus and Rhodiola Rosea lie at the heart of Alpeor's flagship products.

And nourishing botanical oils!

It's important to understand the difference between mineral oils and botanical oils. The first are composed of inert substances that are not recognized by the skin. They remain on the skin's surface, where they form a film, and do not provide nourishment. Botanical oils, on the other hand, are rich in essential fatty acids (omega 3, 6 and 9), vitamins and minerals. They contain "living" molecules and interact with the skin, protecting it and hydrating it by penetrating more deeply.



Giving priority to botanical active ingredients

Alpeor's formulas are made exclusively with plant-based active ingredients. These ingredients have been tested, are used in high concentrations, and come from certified-organic alpine plants. The water in the formulas comes from the Swiss Alps. We do not use mineral oils, silicones, sodium laureth sulfate (also known as SLS, used in shampoos to create a lather), ethanol, artificial colorants, parabens, phenoxyethanol or animal-derived ingredients. And it goes without saying that the products are not tested on animals.

An introduction to botany!
Did you know?

- In order to obtain plant extracts, the first thing to do is identify the species and part of the plant that contains the active ingredients.
- There are about 20 species in the Yarrow and Edelweiss families that can be used for their extracts. In the Yarrow plant, the active ingredients are only found in the stems and leaves.
- As for Edelweiss, which contains an acid that is a natural antioxidant, giving it anti-aging properties, the entire plant can be used, down to the roots.
- In Rhodiola Rosea, only the rhizome is used.



ALPEOR'S THREE
SIGNATURE
COLLECTIONS

Focusing on anti-aging skincare and body care, Alpeor's product offering comprises three complementary signature collections, which include its two flagship products: Or des Alpes Serum and Mountain Cream Splendour.



The ULTICELL COLLECTION, to act at a cellular level

- A collection recommended for: Restoring density to the dermis while optimizing cellular vitality and health. It comprises the Serum, Cream and Intensive Treatment.
- Key ingredients: Formulated with Narcissus bulb extract – a revolutionary active ingredient that provides anti-aging action and is able to optimize the overall cell replication cycles.
- Clinical tests: These tests show a significant improvement in wrinkle depth (-17%), elasticity and firmness after 24 days of application.



The HORIZON COLLECTION, to redefine the skin from within

- A collection recommended for: Restoring density to the epidermis and restructuring the dermis. It comprises the Or des Alpes Serum, Youth Enhancement Serum, Youth Enhancement Fluid, Youth Enhancement Cream, Youth Enhancement Eye Contour Cream and Youth Enhancement Mask.
- Key ingredients: Formulated with Apple seed extract, which improves skin's structure and has potent antioxidant properties. Combined with Buddleia (known as the butterfly bush), it helps to protect the skin through its antibacterial action. Edelweiss also has a protective effect. Often called snow flower, this high-altitude plant is sought after for its excellent free radical scavenging properties.

The HYDRASWISS COLLECTION, to moisturize, purify, and ensure the integrity of the most exposed skin layers

- A collection recommended for: Promoting skin regeneration while protecting the integrity and balance of the hydrolipidic film and dermal-epidermal junction. It comprises cleansing and moisturizing formulas: Gentle Cleansing Lotion, Foaming Cleanser, Floral Skin Toner, Gentle Facial Scrub, Purifying Rescue Mask, Harmony Fluid, Mountain Cream Splendour and Night Cream.
- Key ingredients: This collection uses the astringent and anti-inflammatory properties of Sweet Yellow Clover, Butcher's Broom and Plantain. These plants work to maintain the integrity of micro capillaries in the skin, which are often responsible for red patches. These plant extracts are combined with Rose, Peppermint, Rosemary and Cornflower floral waters, with softening, invigorating and firming properties.



ALPEOR'S TWO FLAGSHIP PRODUCTS:



Or des Alpes

Every day, the skin is exposed to aggressors. Rhodiola Rosea supports the skin by helping it to adapt and self-regulate. The properties of this "adaptogenic" plant were highlighted by a passionate herbalist, Andrée Fauchère. By working with her, Alexandre Flueckiger learned more about the plant's benefits.

OR DES ALPES SERUM: A SOLUTION TO COMBAT OXIDATIVE AND MICRO-INFLAMMATORY STRESS

Free radicals and micro-inflammation can accelerate the skin-aging process by damaging its structures in the long term. Or des Alpes Serum "wakes up" the Foxo youth protein, discovered by scientists to play an essential role in cellular longevity. In doing so, it acts like a plant-based Botox.

Over time, as the skin wears down, wrinkles become deeper. Rhodiola Rosea extract works to neutralize this phenomenon by enabling the skin to fight pollution and adapt to changes in temperature. It helps to strengthen the skin system and combat oxidative stress – which plays a key role in the aging process.

As Alexandre Flueckiger explains: "This skincare product was developed exclusively for Alpeor. The secret to its effectiveness is a combination of powerful active ingredients derived from Rhodiola Rosea – a plant that only grows in very specific conditions. We were the first ones in Switzerland to use this ingredient, just as we were with the Pistachio Tree."



Recommended ritual:

Morning and evening, warm up five drops of Or des Alpes Serum between the palms of your hands to release the active ingredients, then follow the steps below.

Step 1: Place the palms of your hands over your face, breathe in and out deeply, then gently move your hands up toward the temples.

Step 2: Take a deep breath and press on the inner corners of the eyes with the index fingers. Breathe out and release the pressure.

Step 3: Using your fingertips, apply the Serum to the entire face, working outward from the center.

Step 4: With your hands placed on each side of the neck, smooth the Serum over the skin, stroking outward from the center.

Mountain Cream Splendour: an urban shield for your skin!

Ideal for normal, dry, sensitive, irritated and damaged skin, this highly protective cream works to optimize cellular functioning. It effectively nourishes, protects, regenerates, soothes irritation, reduces the appearance of fine lines, and helps to prevent new lines from forming.

Active ingredients include:

Masterwort

The Swiss call it the "queen of plants," while others call it a "magical plant." Masterwort helps to repair and revitalize damaged skin, protects against UV-induced free radicals, and soothes irritated skin, thanks to its anti-inflammatory properties.

Mallow

Moisturizes and soothes sensitive skin.

Edelweiss (Leontopidium alpinum)

Supports the skin's protective barrier, providing supreme comfort, and protects against free radicals, thus maintaining the integrity of DNA.

Saccharide Isomerate (a sugar derived from corn kernel)

Strengthens and protects the skin barrier, creates a "reservoir" of moisture, regulates and seals in moisture, and restores vitality to dry and tired skin. Skin with severe dryness around the cheeks and jawline is noticeably more hydrated.

Alpiness (100% natural biotechnological active ingredient)

This exclusive ingredient is designed to make skin feel "happier" and relax muscles. It stimulates the release of pro-endorphins, with an invigorating effect on the skin, helps to prevent the first wrinkles from appearing, inhibits muscle contractions (responsible for the formation of expression lines), and gradually reduces the frequency of muscle contractions, inhibiting them completely within two hours.

Mango butter

Deeply hydrates, for smoother, softer skin. Restores suppleness and soothes. Encourages natural skin regeneration.

CLINICAL TEST

This cream was tested on a group of 10 people aged between 22 and 65, with dry and very dry skin. Skin hydration was increased by up to 115% after 2 hours, 89% after 4 hours, and 44% after 8 hours!



RHODIOLA ROSEA

Under the microscope

Adaptogenic plants have been used for thousands of years in traditional Chinese and Ayurvedic medicine. These plants help regulate various functions and allow the body to adapt to all types of aggressors (pollution, fatigue and oxidative stress)! Rhodiola rosea is one of them.

A plant with a legendary past and an age-old tradition

Rhodiola comes from the Greek word *Rôdôn* (rose) or *Rhodia* and the diminutive *iola* (small rose, or small root from Rhodes). *Rosea* is the Latin epithet *rosens*, declined in the feminine form and means that the species has qualities similar to the rose. For thousands of years, *Rhodiola rosea* has been traditionally referred to as “golden root” and has been part of the pharmacopoeia of healers belonging to the Mongolian tribes, Vikings and many others. Since time immemorial, it has played a role in many tales and legends.

Where does it grow?

Highly resistant, the plant grows in the mountainous circumpolar regions of the northern hemisphere. It lives on rocky slopes and cliffs in altitudes of 1,000 to 4,000 meters. It is found in Asia (Western Siberia, China), Scandinavia, Iceland, Greenland, Ireland, and North America (the Rockies, Canada, Alaska). In Europe, it grows in the Alps, from Italy and Austria to Switzerland where it flourishes in the wild in the Valais region (Mattmark, Binn valley) and in the north of Ticino. It is also found in France (Alps, Pyrenees, Vosges), Germany (mountainous areas) and the Balkans.

Characteristics

A perennial plant, it grows in clumps and reaches 20 to 40 cm in height. Its stems are thick, and it has long, flat, lanceolate, pointed, fleshy and alternate leaves, 1 to 4 cm in length. The plant is dioecious, producing yellow female flowers and red male flowers. The rhizome is thick and branched, remaining above ground and, when dried, gives off a rose scent.

Extremely precious roots ...

The *Rhodiola rosea* roots contain many biologically active substances: organic acids, flavonoids, tannins and phenolic glycosides. They also hold an essential oil consisting of hydrogenated monoterpenes, oxygenated monoterpenes and aliphatic alcohols.



Rhodiola rosea, the "21st century plant”

Regulating internal functions, Rhodiola rosea helps maintain balance and allows the body to adapt to a variety of harsh conditions and changes (environment, pollution, allergies, viruses, microbes, etc.).

Andrée Fauchère succeeded in growing the plant at an altitude of over 2,000 meters in the Val d'Hérens "using love and respect". She explains: “It has been over ten years now since I discovered Golden Root. I began by observing, studying and then finally developing a passion for it. I learned everything about Golden Root, from how to sow the seedlings and prepare the crops, to how to monitor its development, treat and even pamper it. I was rewarded a hundredfold as I watched it grow into a beautiful, large, solid, healthy and abundant plant. It takes at least seven years to reach maturity, when its rhizome may be harvested. Golden Root is a plant brimming with healthy benefits!”

« *Fleurs alpines, parsemées de poétiques fragments.* »

*Laurence Piaget-Dubuis, Actes poétiques
Matter of Change*



In the spotlight since the 2000s

Although a great deal of research was conducted in the twentieth century, particularly by the Bulgarians and Russians, researchers from around the world have shown a great deal of interest in this plant since the early 2000s. Many studies on the intrinsic and natural properties of Rhodiola have been published. Long overlooked, Rhodiola rosea was called an Herbal Stress Buster in a laudatory article published by Newsweek in 2003, which put it back on the spotlight.

For more information, visit: : www.a-fauchere.ch or www.jardinsdelasante.ch

Did you know?

- There are 250,000 medicinal plants in the world, but only 20 adaptogenic plants.
- Among the more than 200 different species of Rhodiola worldwide, only 20 are used in traditional Russian and Chinese medicine and are the subject of research.
- In 1725, naturalist Carl von Linné named the plant Rhodiola rosea. He described it as astringent, and excellent for treating hernias, leucorrhea, headaches and hysteria.

PROTOCOLS AND SPAS:
AN EXPERIENCE ABOVE ALL ELSE!



To invite consumers to experience an Alpeor treatment, it is essential that the brand be showcased in the window display of the spas in selected establishments, which share the same values. This partnership requires that training programs as well as frequent tailor-made protocols be implemented prior to launch.

IN SWITZERLAND: A HISTORIC COLLABORATION WITH L'Ô DES CIMES SPA AT THE GRAND HÔTEL BELLA TOLA ****

This historical hotel, with strong ties to nature, is located in St. Luc (Val d'Anniviers). Its owner, Anne-Françoise Buchs, has a true passion for alpine botany. Fascinated by what she has observed and learned about the plants that are "good for the skin", she began by selecting five alpine flowers (floral bath, sachet...) for the spa treatments. She then delved into her childhood memories, remembering how her grandfather treated his arthritis with mud (glacial soil). By drawing on the beneficial effects of alpine plants, gneiss, glacial soil..., she offers her visitors a complete botanical and mineral experience. An approach fully in line with Alpeor's positioning:

"Discovering Alpeor has been an extension of my own exploration and interest in alpine plants. Skeptical at first, I was rapidly reassured and won over by the company's human scale, shared perspectives, and our common values, which are embodied by Alexandre Flueckiger."

For more information: bellatola.ch



AN INITIAL COLLABORATION IN FRANCE: L'IMPÉRIAL PALACE**** IN ANNECY AND AU CŒUR DU VILLAGE***** IN LA CLUSAZ

Since July 2021, the Cristal Spa has chosen to work with Alpeor for its treatments, with the entire spa team showing unanimous enthusiasm for the brand.

For more information: cristalspa.fr

SPRING 2022: A NEW VIRTUOUS PARTNERSHIP FOR THE WELLNESS SPA AT THE HÔTEL DES HORLOGERS**** IN THE VALLÉE DE JOUX

In spring 2022, the new Hôtel des Horlogers will open its doors in the Vallée de Joux, where its predecessors have been located since 1857. Under the impetus of the Audemars Piguet Group, this boutique hotel with 50 rooms, including 12 suites, meets the principles of eco-friendly tourism. Its Z-shaped building, designed with locally-sourced raw materials, fully blends into the Vallée de Joux landscape, with its rolling hills and a view of the Risoud forest. To ensure that the restaurant offers only the finest gastronomic cuisine, the group called on Chef Emmanuel Renaut, awarded 3 Michelin stars and named Meilleur Ouvrier de France. As for the wellness spa, a partnership was naturally established with Alpeor: le Spa by Alpeor will allow customers to enjoy a truly unique experience.

For more information: hoteldeshorlogers.com



For all specific press requests:

- For comprehensive information about a product: possibility of receiving a discovery kit.
- For explanations about the specific benefits of plants and Alpeor's sustainable approach to cosmetics: possibility of an interview with its founder, Alexandre Flueckiger.
- For an on-site visit of the flore-alpe botanical garden in Champex-Lac: possibility of organizing a visit together with a spa experience in one of Alpeor's partner establishments.



PRACTICAL INFORMATION

Where can we find Alpeor products?

In Switzerland:

- In a selective network of perfumeries, pharmacies and beauty salons, particularly in Zurich, Geneva, Interlaken, Martigny and Villars-sur-Ollon.
- Through our partnerships with hotels and spas:

The "L'Ô des Cimes" spa at the Grand Hotel Bella Tola & Saint-Luc**** : bellatola.ch

The Palace Spa at Badrutt's Palace***** in St Moritz: badruttspalace.com

Hotel des Horlogers**** : hoteldeshorlogers.com

Hotel W*****: marriott.fr/hotels/travel/gvawh-w-verbier

In France:

- Partnership with the PVG hotel group in two venues:

The Cristal Spa in Annecy, located at the Imperial Palace****, and open to clients from the Hôtel Pélican****, since July 2021: cristalspa.fr

The Cristal Spa in La Clusaz at the Hotel Au Coeur du Village*****

In Asie:

- Selective retailers and spas.



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