



ALPEOR
SWITZERLAND

WE UNLOCK
NATURE'S
SECRETS
FOR YOUR
SKIN

A FAMILY PASSION

Nestled between the Alpine peaks and Lake Geneva, Alpeor is working on the future of cosmetics while perpetuating a local and family tradition. The history of the brand began in the 1950's at the **Clinique du Bien-être Mirabeau in Montreux**, ideally located on the shores of Lake Geneva. This unique venue with its exceptional microclimate was popular among members of European high society, who came to relax and enjoy the pure mountain air.

Maria Bovet, maternal grandmother of Alpeor founder Alexandre Flueckiger, worked hand in hand with her sister, Clotilde Flandin, to welcome and care for patients from all over the continent. Together, they created **Alparum beauty elixirs**, made from indigenous plants, which the guests would take home with them.

Since the creation of Alpeor in 2004, the company's researchers have continued to maintain this pioneering spirit, convinced that nature remains an inexhaustible source of youth.



Alexandre Flueckiger

FOUNDER AND CEO OF ALPEOR

THE SWISS ALPS

Unraveling the mechanisms of life, tapping into the power of plants and reproducing their incredible properties to deliver them to your skin...

We have been putting our expertise to work for decades to ensure that beauty remains increasingly in tune with nature!

Swiss alpine plants are capable of slowing down the skin's aging process. Our alpine plants thrive in a very hostile environment with stressful conditions, such as **extreme temperatures** in the winter and summer, snow, rain, wind and intense UV rays. To survive in these challenging conditions, they have had to develop **protective strategies that allow them to defend themselves and grow**. This is why we use organic alpine plants as the main ingredients in all our formulas to develop natural, effective and innovative skincare products.



THE POWER OF PLANTS

*What if reproducing the strategies invented by nature
allowed us to effectively target the aging process?*

The plant world has the unique ability to **constantly regenerate itself**, season after season, slowing down its cellular activity at certain moments and then reactivating and reviving it once again.

Through **biomimicry**, Alpeor has succeeded in developing cutting-edge formulas capable of using the same strategy to counteract the aging process.





THE ALPINE GARDEN, *AN INEXHAUSTIBLE SOURCE OF INSPIRATION*

Located in Champex-Lac, at an altitude of 1,500 meters, the garden is home to more than 4,500 rare species and is a true open-air laboratory of certified organic alpine plants.

At the very heart of Alpeor lies innovation and the art of unearthing plants rarely used in cosmetics, such as Pistachio Lentiscus and Rhodiola Rosea. We also rigorously select the parts containing the most useful precious molecules for the skin, such as the flower, leaves, rhizome...

EXPERT SELECTION *OUR ALPINE FLOWERS*

Three outstanding plants, known for their exceptional properties, are at the heart of Alpeor's strategy



EDELWEISS

Swiss emblem

Leontopodium Alpinum has antioxidant properties.
Edelweiss is used in all our skincare products.



RHODIOLA

Golden Root

Rhodiola is an adaptogenic plant that fights
against oxidative stress, which causes skin aging.



NARCISSUS

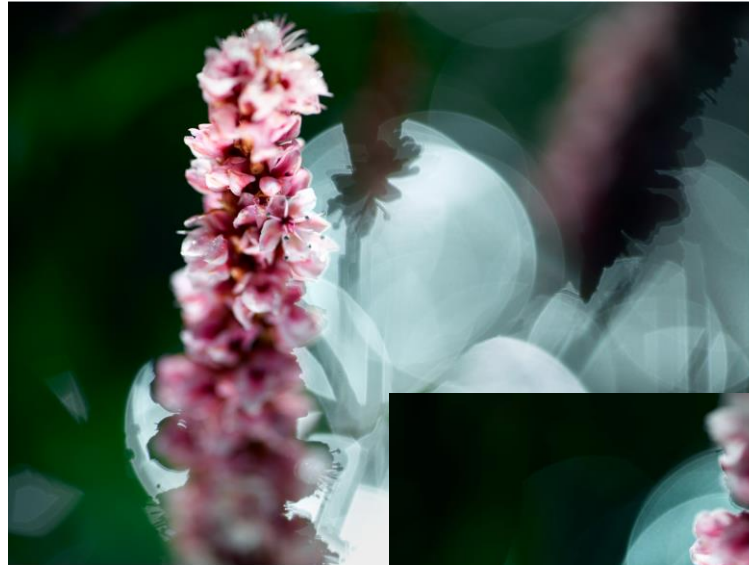
White daffodil

Narcissus bulb extract has anti-wrinkle,
radiance-boosting and firming action.

OUR VALUES



NATURALNESS



EXCELLENCE



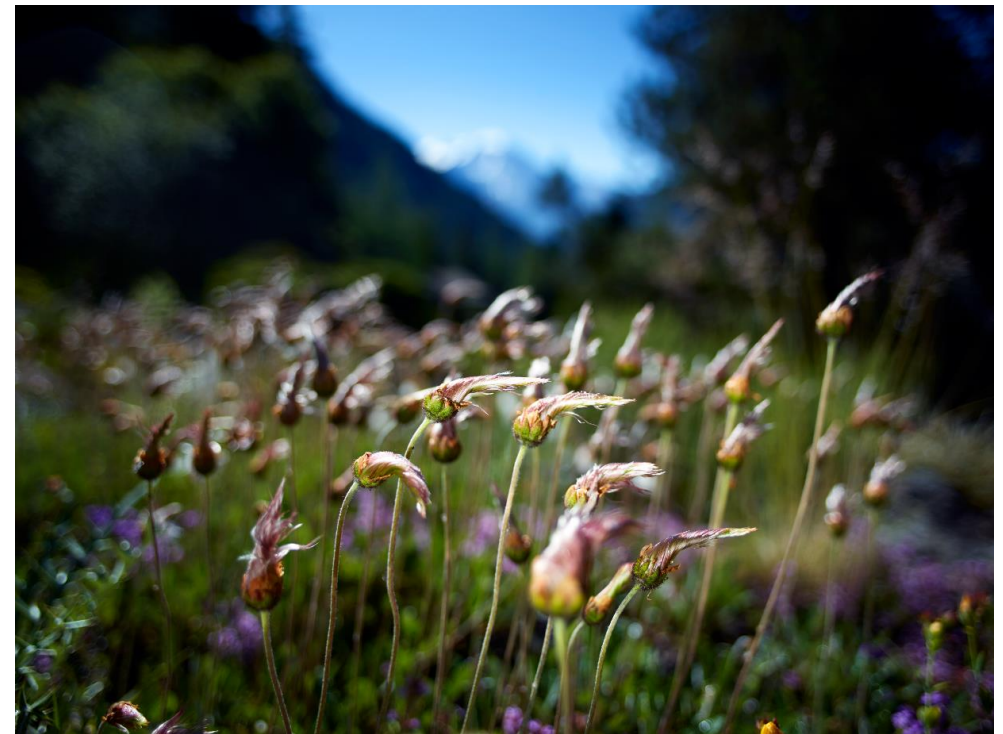
RESPONSIBILITY

OUR VALUES: *NATURALNESS*



THE POWER OF *NATURE*

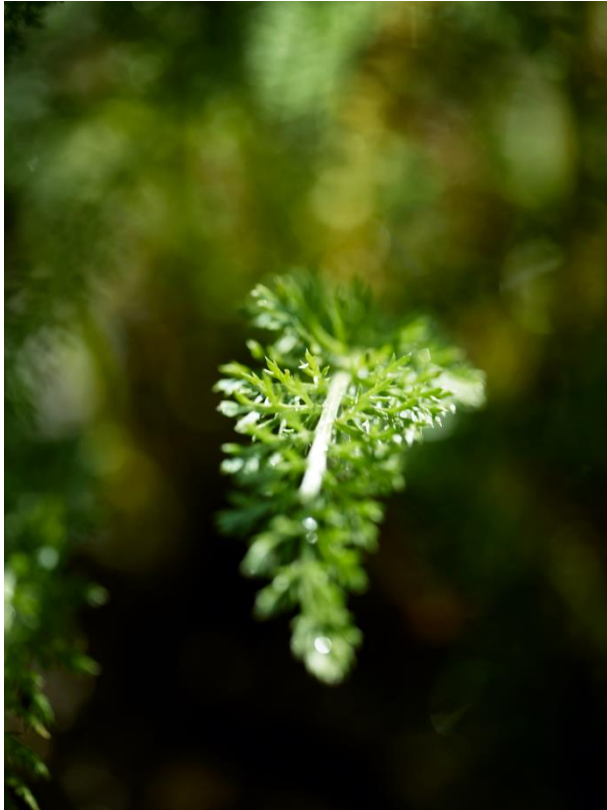
- Nature is an infinite source of inspiration
- Nature is a source of effectiveness
- Nature is a source of innovation



Alpeor research draws its inspiration from nature.

The active ingredients used in our formulas are mainly derived from our historical **herbarium**, listing more than 200 alpine plants.

OUR VALUES:
NATURALNESS



NATURAL, SENSORIAL AND ENVIRONMENTALLY- FRIENDLY FORMULAS

The active ingredients used in our products are of 100% plant origin. To provide your skin with optimal care, the majority of our products contain at least 95% ingredients of natural origin. Our goal is to offer the most natural formulas possible, without compromising on sensory qualities and effectiveness, for 100% enjoyable-to-use cosmetics.

We also choose to eliminate all controversial ingredients in our product formulations.

Only the essential, nothing superfluous...

OUR VALUES:
NATURALNESS



SWISS ALPINE WATER



Water is a key active ingredient in the formulation of cosmetic products. With this in mind, we are fortunate to be able to use **exceptional water** that enhances our cosmetic formulas.

Did you know that we use **extraordinarily pure** spring water, directly sourced in the Swiss Alps? From the heart of the mountains down to the valley, this water flows through rocks in a perfectly preserved environment, protected from any outside contact. Moreover, the water from the **Vouvire spring in the lower Valais region** is renowned for its exceptional composition and extreme gentleness, making it a choice active ingredient for **all skin types, even the most sensitive**.

OUR VALUES: *EXCELLENCE*



RESPONSIBLE BEAUTY

In our approach to continually enhance our formulas - from the selection of raw materials to our formulation charter - and thus provide an optimal balance between naturalness, effectiveness and sensoriality, without compromising on safety, we are committed to following **strict specifications** that include NO controversial active ingredients, such as:

- Mineral oil
- Silicone
- SLS (Sodium Laureth Sulfate)
- PEG & PPG (Polyethylene glycol and Polypropylene glycol)
- Alcohol (ethanol)
- Artificial coloring
- Paraben
- Phenoxyethanol
- Endocrine disruptors
- Ingredients of animal origin
- Animal testing

**Tests: dermatological, ophthalmological, safety, toxicology, etc...*



OUR VALUES:
EXCELLENCE



OUR QUALITY COMMITMENT *100% MADE IN SWITZERLAND*

Goal: Zero-mile products

Production and administration located in the canton of Vaud, Switzerland



R&D laboratory in Valais, Switzerland



Swiss alpine plants



Pure water from La Vouivre spring in the Swiss Alps



OUR VALUES: *EXCELLENCE*



CLEAN BEAUTY

Formulas that are increasingly environmentally-friendly



Our vision of **Clean Beauty** is reflected in our approach to continuously improve our formulas and rigorously select our raw materials, in compliance with **European regulations**. Among other things, these regulations list all substances that are prohibited or subject to restrictions of use in cosmetic products.

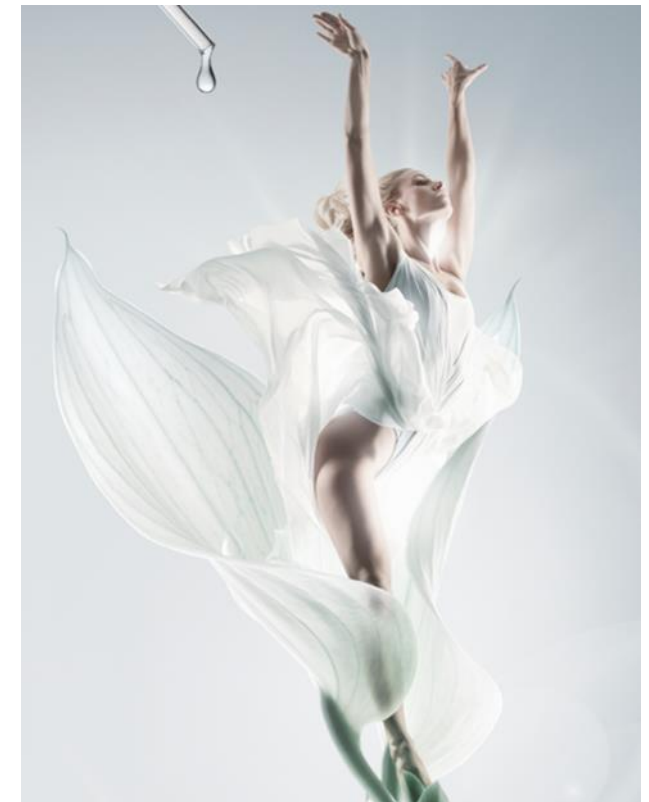
In addition to these regulations, our team of specialists **rigorously controls each raw material** (supplier reliability and transparency, geographical origin and method of extraction, purity, safety...) to assess whether its compliance with our clean beauty commitments and thus authorize, or not, its use.

Use of 100% natural, organic or virgin vegetable oils

TRACEABILITY *OF OUR INGREDIENTS*

The priority given to **alpine plant extracts** is reflected in the naturalness of our formulas. The plants are harvested in line with the seasons and with the utmost respect for nature.

In the Swiss Valais region, our **Rhodiola** plants in Evolène and our **Edelweiss flowers** in the Entremont Valley grow in non-polluted soil and are harvested using organic farming as well as traditional agricultural methods.



WASTE MANAGEMENT

We implement waste reduction measures, while ensuring the recycling and recovery of residual waste.

We strive to improve our product and transport packaging with the environment in mind. This means **reducing packaging materials**, innovating and making them more recyclable as well as maintaining high quality and using **environmentally-friendly** solutions.

- **Tamper-proof packaging** (*Elimination of cellophane*)
- **Paper reduction** (*Elimination of inserts*)
- **Airless bottles** (*Hygienic & anti-waste*)
- **Best before & use by date** (*30 months + 6 months*)





ADVANCED RESEARCH INTO *YOUTHFUL SKIN*

Highly concentrated in active ingredients, our formulas contain a maximum amount of natural raw materials. Alpeor research is based on no less than three scientific disciplines (**phytotherapy, phytochemistry and dermatology**) to create high tech, innovative skincare products inspired by the intelligence of nature. This multidisciplinary approach allows our scientific experts to fully comprehend the origins of aging and thus create tomorrow's anti-aging solutions from plants.

OUR COLLECTION



Anti-aging
Cleanse / Purify / Protect

HYDRASWISS®



ESSENTIAL CARE

for well-protected,
clear and luminous skin.

Anti-aging
Matify / Moisturize / Nourish

HYDRASWISS®



CORRECTIVE CARE

to restore comfort
and moisture.

Anti-aging
1st signs of aging

HORIZON®



EXPERT CARE

to fill in wrinkles
and firm the skin.

Anti-aging
Wrinkles / Loss of firmness / Dark spots

ULTICELL®



ULTIMATE CARE

to regenerate the skin and
correct all signs of aging.

OUR ICONIC PRODUCT



100 % NATURAL **PRECIOUS BOTANICAL OIL**

Add 'Or des Alpes Serum' to your daily skincare routine for in-depth treatment.

POWERFUL SHIELD

The antioxidants protect skin from external aggressions (environment, pollution, tobacco, stress...)

SOS SKINCARE

The ideal protection for weakened skin

NON COMEDOGENIC

The ideal protection for fragile skin



ACTIVE INGREDIENT COCKTAIL

An exclusive formulation containing local ingredients sourced from the heart of the Swiss Alps

NATURAL FORMULATION

Seven 100% natural botanical oils

YOUTH BOOSTER

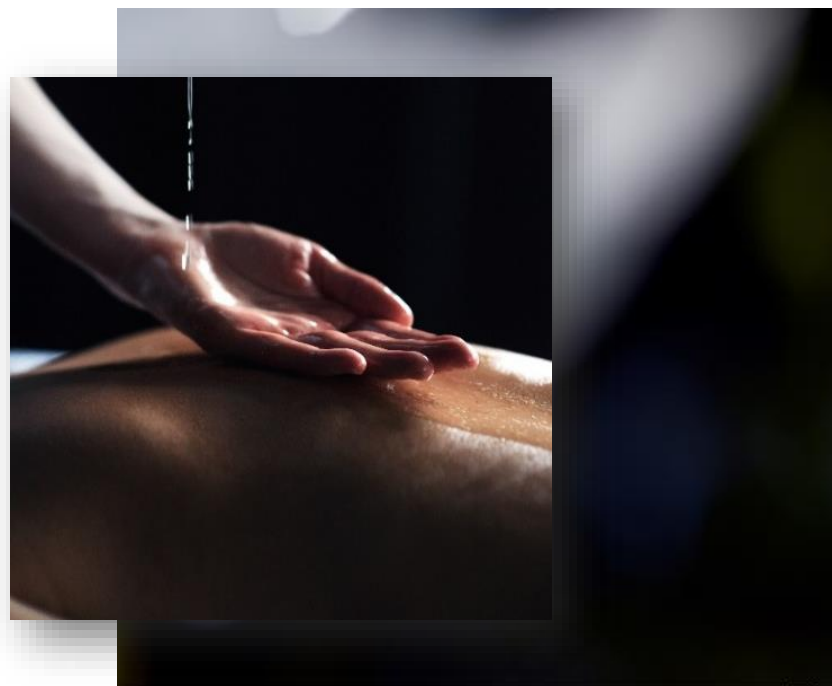
Preserves facial cells

OUR PROFESSIONAL TREATMENTS



SIGNATURE TREATMENTS

Enjoy the Alpeor experience in a magical and warm setting, with face and body care protocols based solely on exclusive manual techniques that provide unique sensations, allowing you to reconnect with yourself.



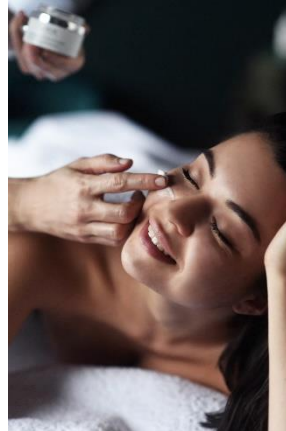
OUR PROFESSIONAL TREATMENTS



FACIAL TREATMENTS

6 protocols: 30 to 90 minutes

- Prélude Alpin® - *Discovery Treatment*
- Pure Harmonie® - *Purifying Treatment*
- Riches Montagnes® - *Hydrating Treatment*
- Neiges Éternelles® - *Replenishing Treatment*
- UltiCell® Premium Anti-Aging - *Anti-aging Treatment*
- New Skin - *Brightening Treatment*



BODY TREATMENTS

8 protocols: 30 to 90 minutes

- Gommage aux Cristaux des Prairies – *Energetic Scrub*
- Gommage aux Cristaux des Prairies – *Relaxing Scrub*
- Enveloppement à la Gelée de Givre - *Light Leg Wrap*
- Enveloppement Minceur des Prairies - *Slimming Body Wrap*
- Massage entre Pics et Monts - *Signature Massage*
- Massage du Dos Chaleur et Lumière - *Relaxing Back Massage*
- Légèreté des Jambes - *Light Leg Massage*
- Massage Silhouette Minceur – *Slimming Massage*

ALPEOR SPAS IN PRESTIGIOUS HOTELS



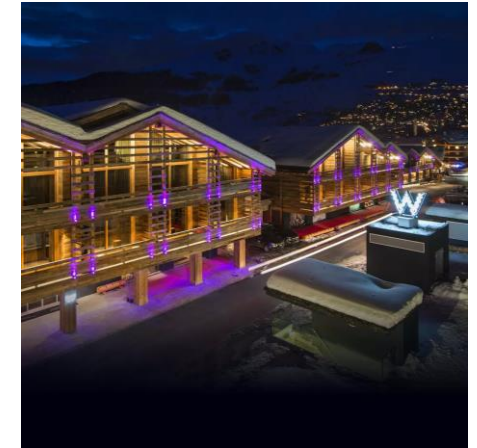
Hôtel des Horlogers
Le Brassus, Switzerland



Hôtel Bella Tola
Saint-Luc, Switzerland



Badrutt's Palace Hotel
St. Moritz, Switzerland



Hôtel W – Marriott Group
Verbier, Switzerland

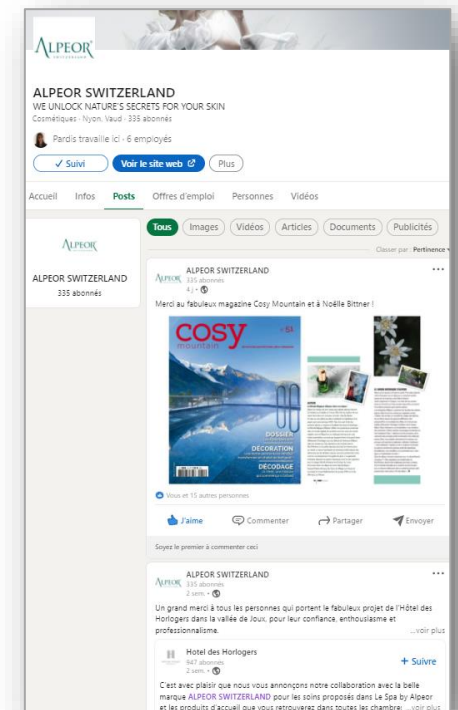
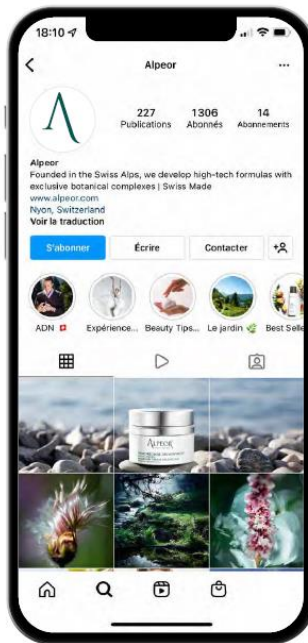


Au Coeur du Village
La Clusaz, France



Hôtel Imperial Palace
Annecy, France

EXTERNAL COMMUNICATION



COMMUNICATION & MERCHANDISING TOOLS

BROCHURES



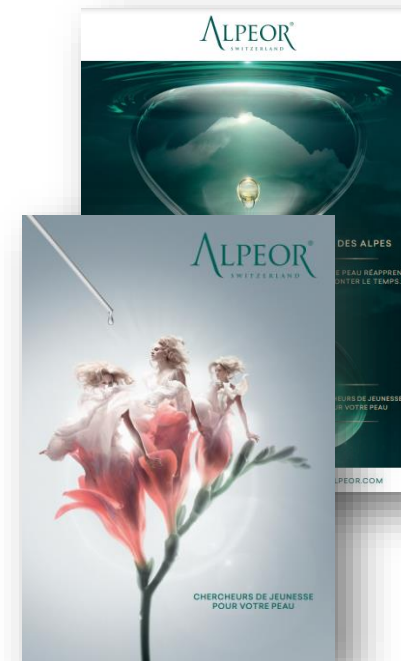
BEAUTY PRESCRIPTION



DISPLAYS



POSTERS



CUSTOMER BAGS



ALPEOR
SWITZERLAND

HOSPITALITY PRODUCTS FOR
HOTELS, CLINICS, AND PRIVATE FACILITIES



OVERVIEW

Alpeor is a family-owned natural cosmetics company that uses the expert capabilities of Swiss alpine plants, such as Edelweiss, Rhodiola and Narcissus, from which the most effective anti-aging active ingredients are extracted, to create natural and healthy formulas that contain no controversial ingredients, and thus guarantee optimal results.



Alexandre Flueckiger
Founder & CEO of Alpeor

Feel free to contact us for further information.

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THANK YOU!

