

alpienne
KRAFT DER ALPEN

Waldmeister



A man in a brown jacket and dark pants is walking away from the camera on a dirt path in a dense forest. He is carrying a basket or bag. In the background, a waterfall cascades over rocks into a stream. The forest is lush with green trees and moss-covered rocks.

On the lookout ...

Overwhelmed by a hyper-accelerated world and tormented day in, day out by masses of stupid images and even more useless words, we feel a deep longing for solitude and silence.

We are on the lookout for empty spaces from which we can say and do something sensually meaningful again. We are looking for a cleansing alternative to help us decelerate so that we can appreciate what is important and authentic... **We are looking for clearings and yearn for nothing more than a canopy of silence.**

There is nowhere else like it; in the forest walker's solitude, we can re-establish our relationship with the world. A change of path and an overdue paradigm-shift that leads directly to the rapture of something positive. It is easy to regain power over our own awareness when unintentionally absorbed in the cosmos of the forests; surrounded by crisp air, liberated, and close to nature. "Mindfulness" is the keyword on this path of catharsis.

Also, trust in the widely-cited "biophilia effect" promises nothing less than healing from the forest. **Happiness is the key to beauty.**



The forest makes you happy. Fact.

We can learn a lot from the forests: the regrowth, the change, and the beauty. Life. Even survival. Not everything, but a lot of this, can also be found in every Waldmeister product – combined with a pinch of happiness!

The Waldmeister skincare range relies on the power of the forest. It also trusts in the healing power from the enchanting forest. It is a smart guide to forest bathing and, in particular, an invitation to forest air bathing. It is green, clean, hip and, at the same time, highly functional in the best sense of the word. It also unites the great wonders from the forest.

With this in mind, you will find the stars of the natural cosmetic world exclusively in all Waldmeister products: **mosses, lichens, ferns, fungi and shrubs with unsurpassed resistance**

– highly potent substances for survival and soothing ingredients, which carefully collected from the forest floor and respectfully removed from branches. These cleverly-combined natural ingredients are invaluable for skincare, skin health, and ageing gracefully.

Waldmeister promises more than just beauty. It is in fact much more a state of mind and a commitment to positive beauty.

Well then: off to our happy forest place! Bon voyage...





MOST OF ALL, TAKE TIME,
TAKE DETOURS.

GET DISTRACTED. TAKE
A HOLIDAY, SO TO SPEAK.

DON'T OVERLOOK ANY
TREES OR WATER.

TAKE A BREAK WHEREVER
YOU FEEL LIKE IT AND
ENJOY THE SUNSHINE!

Peter Handke "Walk about the Villages"

*"I'm in the
forest. I might
be late ..."*

The forest has an effect.

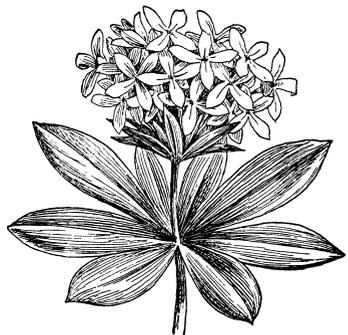
Regeneration, revitalisation, moisture, rejuvenation. Every Waldmeister product is based on compositions that have been formulated over many years of development and is crucially supported by three different and synergistically-coordinated active ingredient complexes:

silvactiv complete, arboratin protect, and hydrosylval complex.

1. SILVACTIV COMPLETE

All in one! The development of the Waldmeister body care range was inspired by the symbolic power of the forest, which is considered a symbol of freshness and vitality. Because the forest is much more than just trees, we have used a holistic approach to combine the most exquisite phyto-powers from mosses, lichens, ferns, mistletoe, fungi and herbs in a unique, active ingredient complex that forms the basis of every product. We call it Silvactiv Complete (silva, Latin for forest) and we love it. **Silvactiv Complete is a symbiotic combination of six forest plants:**

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Sweet Woodruff

Woodruff

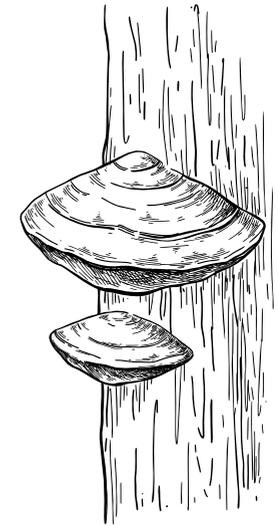
GALIUM ODORATUM EXTRACT

“La reine des bois” - queen of the forest - is what the French call woodruff and the Romans even admired it as “matri silva” - mother of the forest. These names indicate the importance that the small forest plant must have once had for people. It was said to have a protective and guarding effect; a feminine, maternal power. Ingredients, such as coumarin, iridoid glycosides, gallic and caffeic acids, asperuloside and monotropein, are said to have vasodilatory, anti-inflammatory, blood-thinning, soothing, antispasmodic, and mood-enhancing effects. Recent research data indicates improved wound contraction, enhanced reepithelialisation, and remarkable regenerative and antioxidant potential. Waldmeister products contain coumarin from “sweetscented bedstraw” with the scent of freshly-harvested hay also coming into play as a soft counterpart to the tangy, spicy forest and moss components.

Chaga

INONOTUS OBLIQUUS EXTRACT

The chaga mushroom extract is a “superfood”; an active ingredient for healthy skin. Thanks to its antioxidant and anti-inflammatory properties, it boosts the skin’s natural protective system by reinforcing its barrier function and microvascular network. The active ingredient encourages healthy skin on all levels, with visible results when it comes to fine lines, dark circles around the eyes, and redness. Chaga delivers fast, long-lasting results; especially for tired and sensitive skin. Trial participants confirm that our highly concentrated, bioactive ingredient reduces signs of fatigue, such as fine lines, dark circles around the eyes, and a dull complexion, as effectively as a five-day relaxation treatment. The organic extract is also effective against redness and a tired appearance in sensitive skin. Health benefits for their skin were observed by 85% of trial participants; 91% reported an improvement of how their skin felt within 7 to 28 days.



Chaga Mushroom

White-berry mistletoe

MISTEL VISCUM ALBUM EXTRACT

Mistletoe is considered an enigma shrouded in legend; a “parasite that sucks the best powers from its host”. In any case, it is a fact that, depending on the host tree, the parasitic plants contain an extraordinarily rich mixture of ingredients. About 600 different proteins and more than 1,000 different enzymes, including highly concentrated DNS and thiols, more than 10 different tricyclerides and membrane lipids, and more than 20 different flavonoids, have been detected in mistletoe. The amino acids contained in mistletoe are especially important for skin care - notably arginine, which helps the skin and tissue with dryness, itching and neurodermatitis. Mistletoe is also said to be interesting for treating and preventing cellulite. The flavonoids contained in the plant are important antioxidants. They neutralise free radicals, preventing them from attacking skin cells or causing irreversible DNA damage, and boost the skin’s immune system, therefore providing effective protection against cell ageing. Recent research has also shown that mistletoe extract can reduce the appearance of pigmentation spots, gently lighten skin, and prevent increased pigmentation.

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European Mistletoe

Southern maidenhair fern

ADIANTUM CAPILLUS VENERIS LEAF EXTRACT

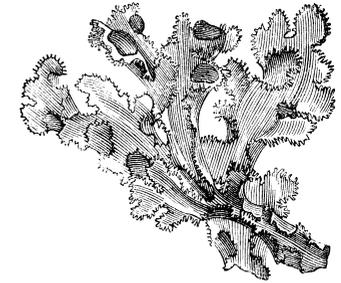


Maidenhair Fern

This delicate-looking fern plant, with soft, fan-shaped leaves and black-brown leaf stalks that resemble human hair, has always had a very wide range of uses in folk medicine, including for colds and skin problems. The diverse secondary metabolites, including flavonoids (e.g. quercetin), triterpenoids, oleananes, phenylpropanoids, carbohydrates, and carotenoids, are credited with anti-inflammatory, antioxidant, antiproliferative and many other effects - including effects that promote hair growth. What is interesting about the maidenhair fern, in terms of cosmetics, are its effects that stimulate, nourish, clean and soothe the skin as well as its hair care, replenishing, and anti-dandruff properties.

Staghorn lichen/Iceland moss

CETRARIA ISLANDICA EXTRACT



Iceland Moss

In botany, this well-known medicinal plant, Iceland moss, is a shrub lichen and is, strictly speaking, a symbiosis of a fungus and a photobiont (green alga or cyanobacterium). This is why we prefer the name "staghorn lichen", which is common in the Alpine region. Thanks to its soothing mucilages lichenin and isolichenin, this lichen has been traditionally used for a long time to combat oral mucous membrane dryness and respiratory tract diseases. Cetraria Islandica also has this moisturising effect on the skin in general. Various lichen acids, notably usnic acid and polysaccharides (glucans), are also said to display significant antioxidant potential as well as a softening, effectively toning, and naturally clarifying effect. Staghorn lichen is a real moisture booster that also soothes very dry skin, providing natural protection against harmful environmental influences.

White birch

BETULA ALBA LEAF EXTRACT



White Birch

Birch leaves contain triterpenes, flavone glycosides, saponins, polymeric proanthocyanidins, vitamins, and many trace elements. Flavonoids and tannins activate the skin metabolism and regulate the fluid balance, which reduces irritation, detoxifies and has a drainage effect. The connective tissue should become firmer; the complexion is generally improved and skin elasticity is enhanced. Betulinic acid and the vitamins B1, B2, A, and C are also said to have antioxidant effects. Betula Alba extract can improve the skin barrier, increase skin hydration, reduce transepidermal water loss, prevent crow's feet, and have an anti-ageing effect. It also acts as a hair care tonic to combat hair loss and dandruff.



PLEASE NOTE

all statements made about the properties and effects of cosmetic raw materials are based solely on the manufacturers' test results and/or our experience-based values, and are neither scientifically nor medically substantiated. These kinds of statements are in no way intended to suggest that any illnesses, skin conditions or other indications can be cured by using these raw materials in general or our products in particular!



2. ARBORATIN PROTECT

Arboratin Protect provides a natural, multi-active protective complex for your skin.

Synergistically formulated from sage oil (*salvia officinalis* oil), a highly effective juniper berry oil (*juniperus communis* fruit oil), rosemary oil (*rosmarinus officinalis* leaf oil), and thyme oil (*thymus vulgaris* flower/leaf oil), it provides the skin with a rich cocktail of antioxidants as well as fortifying and vitalising the skin, giving it an all-round freshness boost. The pure complex from the forest garden also provides the characteristic scent of the entire Waldmeister body care range as the main accord.



Sage



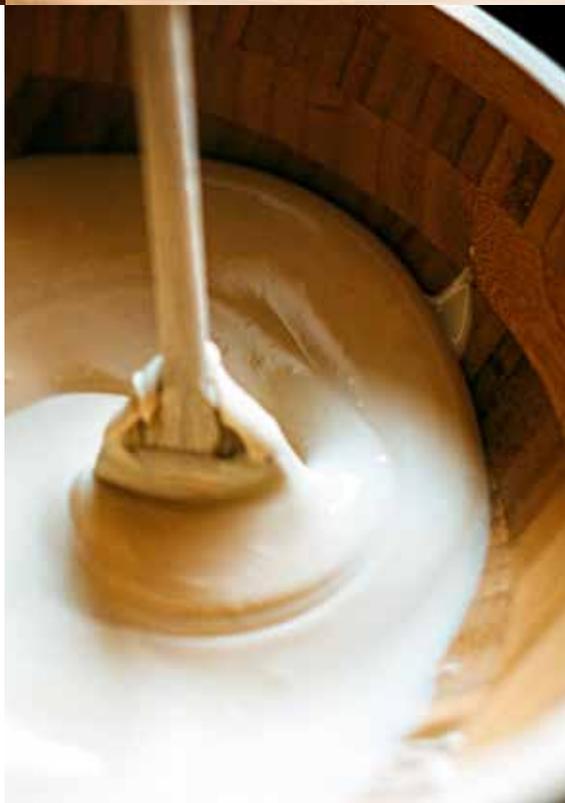
Juniper



Rosemary



Thyme



The fragrance. UNISEX AT ITS BEST!

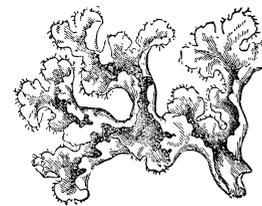
The Waldmeister body care range is carried by an aromatic, green-herbaceous scent of rosemary, sage, and thyme with leathery, balsamic, spicy conifer accords of juniper. This is joined by the bitter, warm, almost hay-like coumarin aroma, which is a component of the woodruff extract and extends into the base, as well as fresh chords of birch leaves, interwoven with deep, earthy nuances of moss, peat, and ferns. An olfactory Ride of the Valkyries – woody, powerful, and green with phytomedicinal vibes.





3. HYDROSYLVAL COMPLEX

The Hydrosylval Complex combines special extracts from three forest plants – staghorn lichen, peat moss, and common polypody – to create a xyloid hydro-booster par excellence.



Iceland Moss

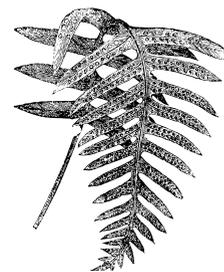
Staghorn lichen, also known as Iceland moss, has a diverse reservoir of polysaccharides that act as highly effective moisture buffers to counteract water loss.

The hyaline cells in **peat moss** act as a water tank, which enables the plant to absorb 20 to 30 times its weight in water.



Peat Moss

The **common polypody**, on the other hand, has an anabolic metabolism that activates protein biosynthesis, therefore producing an extremely high concentration of amino acids, which are also found in human skin as natural moisturising components.



Common Polypody

Thanks to this symbiotic triple effect, the three forest plants with highly concentrated saponins, amino acids, and polypodines as NFM boosters not only sustainably rehydrate and protect the skin, they also generate a special anti-ageing effect.

Need some proof? Scientific proven confirmations include a 112 % firming and tightening of the skin, a 112 % reduction in skin roughness, an increase in glycerol of more than 100 % and a significant rejuvenation of the skin (according to one study*, the skin is supposed to gain up to 20 years of youthfulness after four weeks of application!)

* Bänziger S, Hettwer S, Suter B, Obermayer B (2015) Anti-Aging Moisturization. Happi 6: 58-63





FACE & BODY POLISH

Vitalising peel with apricot kernels and rosemary hydrolate

A formulation free from alcohol and soap with the finest, natural exfoliating particles. The skin is gently yet thoroughly cleansed, smoothed, and vitalised without interfering with the pH value. The symbiotic combination of 13 different forest plants and high-quality lipids actively strengthens the skin barrier and promotes the lipid and moisture balance.

- ✓ Dryness, dullness, skin prone to break outs.
- ⦿ Rich granita texture that transforms into a light, creamy paste.
- ⊕ The Hydrosylval Complex provides hydration, increases glycerol, and firms and tightens the skin.

Silvactiv Complete activates the protective mechanisms and enhances healthy skin.

Reduces redness, refines the complexion, and rejuvenates the skin.

A freshness boost for tired, dull skin!

THE POWER SERUM

Ultra-hydrating face serum with hyaluronic acid and comfrey

The Power Serum is an all-in-one active ingredient essence for the skin with a unique fourfold hydro formula and significant anti-ageing effects. The special Hydrosylval Complex – made up of fern, moss, and lichen – gives an immediate moisture boost, while plant-based hyaluronic acids effectively replenish the moisture reservoirs. The skin is smoothed, firmed, and revitalised in no time.

- ✓ Dryness, dullness, skin prone to break outs.
- ⦿ A light oil-in-water emulsion that is immediately absorbed.
- ⊕ Regenerates cells and promotes circulation with comfrey (allantoin) and rosemary hydrolate.

Multiple antioxidants nourish skin prone to inflammation.

The Hydrosylval Complex provides hydration, increases glycerol, and firms and tightens the skin.

Silvactiv Complete activates the protective mechanisms and enhances healthy skin.

Reduces redness, refines the complexion, and rejuvenates the skin.



THE SUPERSTAR CREAM

24h moisturiser with raspberry seed oil and watercress

The Superstar Cream is a revitalising formulation with a universal approach to healthy skin and highly effective active ingredients, which, as a one-step skincare product, supports cell regeneration, provides intensive hydration and simultaneously smooths, tones, and provides lasting protection.

- ✓ Dryness, dullness, skin prone to redness and impurities.
- 💧 A creamy, rapidly-absorbed oil-in-water emulsion.
- ⊕ Contains everything the skin needs in a single daily application
 - Hyaluronic acids, ferns, lichens, and moss extracts, glycerol, and plant-based propanediol increase the skin's NMF (natural moisturising factor), helping it to retain moisture.
 - Multi-active antioxidants nourish skin prone to redness and inflammation. Refines the complexion, tightens and rejuvenates the skin.
 - Mistletoe reduces hyperpigmentation and encourages an even complexion.
 - Well-hydrated skin looks great: a beautiful glow, an even complexion, a fresh look.

THE LIP BALM

Moisturising lip balm with the Silvactiv Complete active ingredient complex

A rich, quickly-absorbed balm that smooths, regenerates, and moisturises the lips. Containing generous amounts of olive oil and the very best beeswax, thyme, rosemary, juniper, and sage, this product is ideal for sensitive and chapped lips and irritations.



GLOW FACE & BODY PACK

Clarifying and hydrating intensive treatment with houseleek and daisies

A creamy, paste-like active ingredient concentrate specifically designed to instantly balance and soothe tired, dry, and irritated skin. Concentrated moisture boosters made up of fern, moss and lichen, combined with houseleek, sustainably hydrate even cracked skin in need of nutrients. The daisy - the little miracle plant - intensifies the soothing, clarifying, and anti-inflammatory effect.

- ✓ Dryness, dullness, roughness.
- 💧 Rich, paste-like emulsion.
- 👉 Apply generously, leave on for approx. 15 min, remove with lukewarm water.
- ⊕ Intensive hydration thanks to the Hydrosylval Complex
The houseleek - the "Alpine aloe vera" - provides a cooling effect and additional moisture!
Daisy tightens, tones, and enhances skin elasticity.
Silvactiv Complete activates the natural protective mechanisms.
Regenerating and brightening effects from houseleek and mistletoe.
More glow, more power, and more full vibrancy.

THE HYDROGENIST BODY LOTION

Highly concentrated all-in-one moisturiser with houseleek

The skin gets everything it needs thanks to the ingenious interplay of ferns, moss, lichen, mistletoe, herbs, and the superfood chaga - an ultimate kick for the natural moisturising factor, invaluable plant lipids, and a strong plus for elasticity and purity. The skin is sustainably revitalised, smoothed, strengthened, and protected.

- ✓ Dryness, dullness, roughness.
- 💧 A rich yet rapidly-absorbed oil-in-water emulsion.
- ⊕ Intensive hydration thanks to the Hydrosylval Complex
The houseleek - the "Alpine aloe vera" - provides a cooling effect and additional moisture!
Strengthening, smoothing, and tightening the skin.
Silvactiv Complete activates the natural protective mechanisms.
More glow, more power, and more full vibrancy.



PHYTO FOOT TREATMENT

Regenerating and refreshing foot cream with rosemary and watercress

Enriched with extracts and oils from herbs, mosses, ferns, lichens, and fungi from the miracle active ingredient: the forest, this creamy balm intensively repairs and hydrates feet. The 4-fold hydro-complex, olive, sage, rosemary, thyme and juniper oil, mistletoe and watercress ensure sustainably supple skin, encourage circulation, and reduce irritations.

- ✓ Dryness, tightness, roughness, itching, irritations.
- 💧 Rich oil-in-water active ingredient emulsion that is quickly absorbed by the skin.
- ⊕ Iceland moss, peat moss, common polypody, and watercress provide an immediately noticeable moisture boost.

14 active plant ingredients with distinct antioxidant potential.

Silvactiv Complete activates the natural protective mechanisms.

Supports skin elasticity and cell regeneration.

More suppleness and a pleasant feel to the skin.

PHYTO HAND TREATMENT

Regenerating and refreshing hand cream with rosemary and watercress

Enriched with extracts and oils from herbs, mosses, ferns, lichens, and fungi from the miracle active ingredient: the forest, this creamy balm intensively repairs and hydrates hands. The 4-fold hydro-complex, olive, sage, rosemary, thyme and juniper oil, mistletoe and watercress ensure sustainably supple skin, encourage circulation, and reduce irritations.

- ✓ Dryness, tightness, roughness, itching, irritations.
- 💧 Rich oil-in-water active ingredient emulsion that is quickly absorbed by the skin.
- ⊕ Iceland moss, peat moss, common polypody, and watercress provide an immediately noticeable moisture boost.

14 active plant ingredients with distinct antioxidant potential.

Silvactiv Complete activates the natural protective mechanisms.

Supports skin elasticity and cell regeneration.

More suppleness and a pleasant feel to the skin.



THE SHOWER GEL

Vitalising shower gel with hydro-complex made up of fern, moss, lichens, and thymus

High-quality sugar surfactants and mild detergent substances ensure cleanliness, while plant-based propanediol, glycerol and the symbiotic complex made up of ferns, moss, lichen, and thistle have a moisturising effect and provide the skin with lasting and intensive moisture. The powerful ingredients of the essential oils have an antioxidant, regenerating, and invigorating effect.

- ✓ Dryness, dullness, tendency for dandruff.
- ⊖ Gentle, mildly foaming, pure lotion texture.
- ⊕ Cleanses thoroughly without attacking the skin barrier

The Hydrosylval Complex provides hydration, and firms and tightens the skin.

Thymus is known for its mild anti-dandruff effect.

Silvactiv Complete activates the natural protective mechanisms.

More glow, more strength, more full vibrancy for skin and hair.

A stimulating, pure, forest scent that simply makes you happy.

THE BOTANIST DEODORANT

Sophisticated, natural deodorant with sage and houseleek

The Botanist offers a completely plant-based deodorant formula - without talcum, alcohol, phthalates, parabens, aluminium salts, or any of 'that other stuff'. The water-based, long-lasting botanical combination contains natural antibacterial and astringent ingredients that cool, keep perspiration at bay, and significantly reduce body odour.

- ✓ Deodorant and mild antiperspirant.
- ⊖ Light oil-in-water active ingredient emulsion.
- ⊕ Pure plant-based ingredients

Sage, thyme and rosemary have an antibacterial effect and help combat damp underarm patches.

Plant-based citric acid ester and juniper stop the bacterial decomposition of sweat components and unpleasant odour.

Sophisticated freshness trick with highly efficient essential oils.

The Hydrosylval Complex, houseleek, plant lipids, and olive oil keep the underarm skin smooth so that it does not dry out or itch.



THE BODY SOAP

Sage, rosemary, thyme, juniper and larch

The Body Soap is a traditional, carefully made bar of soap made from the best olive and coconut oils, and a stimulating, aromatic blend of sage, rosemary, juniper and rosemary oils with a small dash of larch oil that cleanses and gently exfoliates, while providing moisture and nourishment. There is also a touch of finesse from herbs, berries, and woody notes that convey the calming experience of a walk in the woods.

THE HAIR SOAP

Sage, rosemary, birch leaves and nettle

Very carefully saponified olive and coconut oils as well as rosemary and sage oil give new vitality to the hair and scalp. Nettle, birch water, and olive oil soothe dandruff and itchy scalps. Brittle and dry hair is pampered with plant lipids and an abundance of moisture; the scalp is soothed, and blood circulation stimulated. Fine hair becomes more voluminous and damaged hair softer, more manageable, and shinier.



THE ENERGIZING BODY FUEL

Hydrating and vitalising active gel with rosemary hydrolate and comfrey

Full power, please! This vitalising gel provides the skin, muscles, and joints with highly efficient fuels from forests - without any alcohol! Rosemary hydrolate, sage, juniper, thyme, and comfrey provide the metabolism and cell regeneration with impetus, and re-activate stressed super bodies. The smart hydro-complex replenishes moisture reservoirs and the multifunctional Silvactiv Complete complex gives full power with mistletoe, chaga, and the rest.

- ✓ Tired and stressed skin, muscles, and joints.
 - ⊖ Gel-like oil-in-water active ingredient emulsion.
 - ⊕ A purely plant-based, alcohol-free energy boost for skin, muscles and joints.
- Woody hydro-booster with fern, moss, and lichen.

Sage, thyme, rosemary, and juniper provide targeted activation.

Comfrey, superfood chaga, mistletoe and staghorn lichen help with becoming de-stressed and regeneration.

THE FOREST BATH SALT

Energising salt bath with Iceland moss, sage, and rosemary

Simple cleansing is often not enough to get a stressed body and damaged skin back on track. The Forest Bath Salt gives you a short break on soft moss, among trees, herbs, and ferns - tranquility and freedom, strength, and pure life! The skin is remineralised and intensively hydrated, blood circulation stimulated, and regeneration activated. The very best type of forest bathing!

- ✓ Moisture and lipid deficits. Tired and stressed skin, muscles and joints.
 - ⊖ Watery emulsion without foaming.
 - ⊕ A purely plant-based energy boost for skin, muscles and joints.
- Intensive rehydration and remineralisation.
- Sage, thyme, rosemary and juniper provide targeted activation.
- The superfood chaga, mistletoe, and staghorn lichen help with becoming de-stressed and regeneration.



THE MESSAGE MILK

Regenerating massage milk with ferns, lichen and burdock root

A perfect massage milk with first-class plant-based oils, re-moisturising components and an extremely rich, multi-active ingredient combination of essential oils made up of rosemary, thyme, juniper, and sage. Ideal after sport, a long day, or for dry, stressed and blemished skin. Additionally enriched with the regenerating and vitalising Silvactiv Complete Complex – an extremely diverse cocktail of antioxidants and extensive nourishing components!

- ✓ Tired and stressed skin, muscles and joints.
- 🕯 Rich water-in-oil active ingredient emulsion with excellent gliding properties.
- ⊕ A purely plant-based, alcohol-free energy boost for skin, muscles, and joints
Regeneration for stressed skin, clarifying, and toning
Sage, thyme, rosemary, and juniper provide targeted activation and stimulate circulation
Dry skin receives a lasting hydro boost, firmness and increased elasticity
Multiple antioxidants reduce irritations and strengthen the skin barrier.

FOREST LUNGS BALM CONCENTRATE

Functional aroma balm with Iceland moss, buckhorn and spruce needle extract

The forest breathes – and you breathe with it. This rich balm – embedded in olive oil, beeswax and extremely skin-friendly, plant-based lipid components – provides a really clever combination of active ingredients for topical application that works like a relaxing “breath walk” through a pine forest. Distinct moisturising factors provide lasting care, strengthen, and clarify. Apply it to the skin, chest, muscles, and joints.

- ✓ Irritations, moisture deficits, fatigue, and increased strain.
- 🕯 Balsamic water-in-oil active ingredient emulsion.
- ⊕ An alcohol-free, aromatic, functional balm for topical application.
Effective aromatherapy blend with 15 cleverly combined active ingredients from forests and meadows.
Regenerating, anti-stress, clarifying, and toning effects.
Sage, thyme, rosemary, and juniper provide targeted activation and stimulate circulation.
Moisturising with fern, moss and lichen extracts.
Multiple antioxidants reduce irritations, providing strength and protection.



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