

Press release

Santaverde GmbH
Hamburg, 20.03.2014

About the company and its products

The philosophy of the organic skin care company

Santaverdes philosophy focuses on products, which combine the highest quality and luxury with idealism, ecology, personal experience and science.

Own cultivation and how it all started

"Only the high biological quality of the ingredients decides on the effectiveness of a product on the skin and the whole organism."

With this guiding principle in her heart and mind, Sabine Beer started to cultivate medicinal plants at her finca in Andalusia 25 years ago. Her belief, that only the organic cultivation, the plants own growth, which isn't artificially accelerated and the gentle, manual processing produce a raw material extraordinary rich in the active ingredients of a fresh medicinal plant, were the basis of her actions. Sabine Beer decided to use the ancient medicinal plant Aloe Vera barbadensis Miller, an exotic plant originally from hot regions, but already known to Europeans from the gardens of medieval monasteries. The great history of this plant, its ability to provide humans with gentle healing and regeneration from the inside and outside and the personal experience with this ability lead to this decision.

About the company

Santaverde was founded in 1986 and employs a staff of 40 in Germany and at their own farm in Southern Spain. The headquarter is based in Hamburg. Santaverde achieved two-figure growth in recent years and currently offers 30 puristic, highly effective cosmetic products and a 100% pure aloe vera juice for holistic care of the skin and body from the inside. For the past 25 years, the company has been consistently focussing on ecological and social management.

Social responsibility is an inseparable part of Santaverde's company values. Ten per cent of the net sales proceeds of the xingu products go towards the Brazilian development project Caatinga, which among other things focuses on strengthening the rights of girls and women in north-east Brazil.

The Santaverde formulation principle:

Aloe instead of Aqua



Normally, cosmetic products consist of water for the most part - this is listed first in the list of ingredients (INCI) on the product packaging. In all Santaverde organic skin care products the water phase is replaced by pure aloe vera juice (*Aloe barbadensis* Miller) from our own, controlled organic cultivation in Andalusia. In contrast to water, the pure plant juice contains a nutrient cocktail taking optimal care of the skin. Pure plant oils and plant extracts complement the effect of aloe vera and complete our formulations. This formulation principle has a unique effect on the skin. We don't use mineral oil derivatives, synthetic colours, fragrances and preservatives and anything else that could stress the skin.

Xingu - Anti-Aging: the secret of firm skin

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The company's Xingu Luxury Line follows the same formulation principle. It is the result of more than 20 years of experience in cultivating medicinal plants and putting together formulations for natural cosmetics, plus expertise on the latest findings on skin aging. The product line includes traditional medicinal plant oils and extracts from around the Xingu River in the Amazonas region, making these high-quality care products incredibly effective - otherwise only seen using medicine.

Authentic organic skin care

All Santaverde cosmetics bear the NATRUE seal for certified natural cosmetics and the animal protection seal Leaping Bunny which also prohibits animal testing of individual raw materials and of finished products outside of the EU. Aloepur, the 100 % pure aloe vera juice, bears the Bio seal.

Santaverde Green Spa

In collaboration with body therapists and skin specialists Santaverde offers various body and face treatments for the treatment room, which are based on holistic principles. The Santaverde Green Spa Treatments offer an exclusive and individual wellness mix, which includes cleansing, massages, peelings and masks and is available as a spa package with additional training. For these treatments we use the NATRUE certified Santaverde organic skin care products and recipes, which were developed exclusively for the treatment room.

Santaverde Academy

Santaverde offers a number of seminars for beauticians and specialist cosmetic traders at our modern offices in Hamburg and at our own Aloe Vera Finca in Andalusia. The contents include general knowledge about Santaverde, the principles and philosophy of the Santaverde products, as well as specific consultation and sales training for certified organic skin care cosmetics.

An overview of Santaverde's organic skin care products

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Aloe vera classic range:

Aloe vera cleansing milk / aloe vera cleansing gel

Aloe vera facial toner classic / aloe vera facial toner sensitive

Aloe vera light cream, aloe vera medium cream, aloe vera rich cream (all also fragrance free)

Aloe vera eye creme fragrance free

Aloe vera hydrating gel

Extra rich beauty elixir

Aloe vera firming gel mask

Aloe vera extra rich cream mask

Aloe vera blossom nectar - regenerative ampoule treatment

Aloe vera shower gel

Pure aloe vera gel fragrance free

Aloe vera body firming gel

Aloe vera body lotion classic / aloe vera body lotion sensitive

Aloe vera hand cream

Xingu Anti-Ageing Range:

Xingu serum

Xingu cream

Xingu eye serum

Xingu eye cream

Aloepur - 100% pure aloe vera juice

Suppliers

Santaverde's products are available at authorised health food and natural cosmetic shops, at selected pharmacies, perfumeries, exclusive department stores such as KaDeWe Berlin, Alsterhaus Hamburg and directly via www.santaverde.com.

Customer Service

Santaverde's customer service team is happy to help you find local suppliers and answer any questions. Please call +49 (0) 40 460 99 110

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Monday to Thursday from 9am to 5pm and Fridays from 9am to 3pm. Email:
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