



Press release

Leinfelden, Germany, February 2018

Faces of 2018 – Beauty. A force of nature.

Since 2008, we have pursued the path of photographing authentic people in a sustainable way for our very own collection of images. After several photo shoots in our region of Stuttgart, this time we decided to fulfil a wish close to our hearts: taking the photos in the home of our Speick plant, the UNESCO Biosphere Reserve Nock Mountains. Lake Windebensee on Nockalm street offered almost everything we could have asked for in a location.

And there was another new development. Along with Christel and Stefan, who we brought along from our existing team, were Franzi and another Stefan, who are both slightly younger. In doing so, we wish to communicate the generational transfer of the Speick brand. All four of them are wonderful, characterful people.

As always, our protagonists are also dressed in sustainable clothing . this time from the brands Eyd (eyd-clothing.com) and Vaude (vaude.com/de). It is always a wonderful experience to work together with partners who share our sustainable principles in these areas. Kitted out with lots of wonderful clothes, we spent four happy and productive days in the home of the Speick plant . together with our highly creative photographer, our stylist and two indispensable colleagues from our partner agency. We could relax every evening in our partner hotel on site, the Superior Refugium Kirchheimerhof in Bad Kleinkirchheim. We were all refreshed and renewed each day thanks to the wellness area, one of the most beautiful we've ever seen, as well as the exclusive kitchen.

Why do we do this?

We would like to operate entirely sustainably in the field of certified natural cosmetics. And our photo shoots are a logical consequence of this. Our protagonists bring huge amounts of passion and commitment along with them every time. This also means we have great fun in all our work. Our Speick brand is highlighted in a credible way, and each of our photos tells a story. Beauty. A force of nature.

We are presenting our new collection of images to coincide with the 90-year anniversary of our company in 2018.

PRESS CONTACT

SPEICK natural cosmetics
Gudrun Leibbrand/ Anke Boy
Phone: 0049 (0) 711 1613-129/-119
gudrun.leibbrand@speick.de/
anke.boy@speick.de
Benzstr. 9, 70771 Leinfelden-Echterdingen,
Germany, speick.de/en