



## Press release

Leinfelden, Germany, July 2018

### Naturally successful: 90 years of SPEICK natural cosmetics

From fine soap works to natural cosmetics specialists: the bubbling success story of SPEICK natural cosmetics began in 1928 with the signature product of the Stuttgart family business, the classic Speick soap. This salmon-coloured soap with a characteristic scent and active agent of the Speick plant from the Carinthian Nock Mountains represented a cosmetic revolution at the time, as it was all about body care, not just cleansing. Now, in 2018, the days in which the natural soap was the singular cornerstone of the range are long gone. The products, of which there are around 130 including deodorant, shower gel, shampoo, face creams and micellar water, are produced at Speick's exclusive location in Leinfelden-Echterdingen. Furthermore, the natural quality of the company is well received by its customers and this is reflected in a rising trend.

The defining feature of all Speick products is the use of the valerian plant from which the brand takes its name. Fascinated by the balancing properties of this small plant, founder Walter Rau made it his goal in 1928 to make the valuable ingredients usable again. His idea, fascination and vision gave rise to the unique Speick soap.

The wild Speick plant is still harvested today at an altitude of about 1,800 metres in the UNESCO Nockberge Biosphere Park in Carinthia. lovingly collected in the hands of the local alpine pasture farmer families stretching back for generations. This provides the alpine pasture farmers with important financial security while also continuing in a tradition that has lasted for decades. After the annual harvest, the dried plants are sent to Stuttgart, where the extract and the essential oil are incorporated into the Speick products.

In addition to a focus on tradition, the family business, now managed by the founder's grandson Wikhart Teuffel, is driven by one thing above all: innovation. Fair trade and sustainability are a matter of course for the company as part of its work. The same can be said of a holistic understanding of humankind and nature. Being seen as a person; being given the opportunity to grow and to learn+. employee development remains important for Wikhart Teuffel today. SPEICK natural cosmetics thus continues the vision of its founder today, combined with an awareness of the ecological and social fabric which weaves together the family business, the alpine farmers and the Nock Mountains Region.

SPEICK natural cosmetics successfully proves that traditions have a future, but the company is not taking it easy on the basis of its success. The approximately 50 employees of the company are working at full speed to expand the innovative product range and are always looking for ways to optimise existing work processes and the materials used. The latest developments, such as the Speick Organic 3.0 series, for example, offer 100% recyclable products which are particularly gentle on the skin and the environment for the first time ever.

SPEICK Natural Cosmetics thus strikes a chord with its consumers in times of growing sustainability awareness. The awards received in recent years, including the German Sustainability Award, the CSR Award of the German Federal Government and the "Sustainable

Producer" award from the Verbraucher Initiative e.V. (The German Consumers Association), endorse this successful corporate philosophy.

These are reasons enough to celebrate the company's 90th anniversary. For example, with a five-week special exhibition at the Stuttgart Stadtpalais City Museum: from 13 September 2018, visitors to the City Museum will be given exciting insights into the company's history and into soap production. A particular highlight is that the soap production will be stored in the museum on the campaign days, so that every visitor can take home a piece of Speick natural soap they have cut and stamped themselves.

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