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PREMIUM ORGANIC is an Austrian based biotech company focused on R&D and manufacturing of natural extracts for the personal care, cosmetic and health industry.



PREMIUM ORGANIC HAS RECENTLY LAUNCHED A NEW ACTIVE NATURAL INGREDIENT FOR SKIN CARE. CAN YOU TELL US MORE?

ALPIN HEILMOOR EXTRACT™ is – as we like to say – the essence of Heilmoor. In other words, the best that this per se already powerful and fascinating substance has to offer.

Heilmoor has been used in Europe for centuries as a natural medicine for a wide variety of ailments and complaints. I grew up in the south of Austria, in the middle of such a moorland, and thus had moor always directly before my eyes. With our company – PREMIUM ORGANIC – we wanted to find out more about what actually makes this substance so special.

Through years of research, we not only learned a lot of exciting things about

Heilmoor but also developed ALPIN HEILMOOR EXTRACT™ – AHE for short. AHE extracts the most potent parts and makes them available in concentrated, purest and finest form: as a micronized dark powder. It's a patented multifunctional active ingredient for cosmetic and personal care products, created thanks to a completely new process and produced by our partners in Germany and Austria.

WHAT ARE THE KEY CHARACTERISTICS OF THIS ACTIVE INGREDIENT?

The essential feature is clearly the unique and innovative form: micronized powder instead of wet peloid. Previously, Heilmoor was mainly used and applied as a bath or pack because of its haptics. So, for the most part, only the thermophysical properties – for example, for diseases and pain in the musculoskeletal system – were used. AHE now allows not only a broader application, but also uses the positive effects of the Heilmoor on skin, hair and in the oral area. AHE thus offers completely new areas of application, both for leave-on and rinse-off products in the field of dermocosmetics and personal care.

As already mentioned, as a starting point, we wanted to take a very close look at Heilmoor and, above all, to scientifically illuminate and prove its efficacy. Thanks to our cooperation network throughout Europe, with AHE we have not only developed an active ingredient that enables completely new areas of application, but also confirmed its effectiveness in extensive studies. And what was always important to us: ALPIN HEILMOOR EXTRACT™ is 100% natural.

At our company PREMIUM ORGANIC, we give great importance to sustainability at all stages of the process, from extraction to production of the active ingredient.

From the very beginning, we have taken both scientific and ecological standards into account – being transparent and sustainable. AHE is thus COSMOS-, ECOCERT-, NATRUE- and VEGAN-certified.

Compared to its origin, AHE is pure and reduced to the most potent components – free of water and any microbiological contamination. Thanks to our innovative and patented process, we are able to provide the natural substance Heilmoor in a consistent form and quality: as a powder. This makes AHE versatile on the one hand and concentrates the full power of nature on the other.

WHAT ARE THE MAIN BENEFITS OF AHE?

Our *in-vitro* and *in-vivo* study results – which are exclusively performed by external laboratories in Europe – prove that AHE shows excellent properties and efficacies especially in sensitive and problem skin, as well as in the area of inflamm-aging.

Thus, while medicinal peat – due to its good heat retention properties – is mainly used for complaints in the area of joints and muscles, as well as rheumatism and sports injuries, AHE is much more versatile.

The skin is a sensitive system whose balance is always in danger due to external factors but also stress and aging processes. AHE helps here in many ways and has a positive effect on several important parameters that make up a healthy, pure and above all even mature beautiful skin.

Not only does AHE maintain the skin microbiome – which has been recognized in recent years as an essential factor in healthy skin – but there is evidence that AHE helps and supports to restore its balance. Our proven Cleansing & Anti-Pollution effects show that AHE can rid the skin of stress and environmental factors. The skin barrier – our external protection, so to speak – is improved and its integrity strengthened by AHE. We have also demonstrated anti-inflammatory and soothing efficacies.

Significant wound healing and anti-acne efficacy show that ALPIN HEILMOOR EXTRACT™ can also be used on problem skin.

The antioxidant and pro-aging effects are also impressive. For example, the particularly positive effect on the sensitive area around the eyes – which not only looks more radiant, but also less puffy – should be emphasized. Further positive effects on mature and sensitive skin concerning elasticity and moisture complete this picture. Inflamm-aging was also proven by the suppression of various inflammatory markers.

FOR WHICH APPLICATIONS IS AHE BEST SUITED?

That's one of the biggest advantages of AHE: the ease and versatility of use. From rinse-off to leave-on, from head to toe – we are surprised ourselves at what works. AHE can also be combined very well with other ingredients and is very unproblematic to use and easy to formulate. For example, no pre-dispersion is necessary.

Anti-aging, detox or skin care products: Due to its good skin compatibility – even with sensitive or problem skin – and its positive properties, AHE is suitable for a wide range of applications. In an initial series of frame formulations, we have designed, for example, cleansing, peel-off and purifying masks, day creams, BB creams, cleansing gels, and also hair shampoos, but our customers are proving even more eager to experiment: innovative hair and scalp care, make-up and color cosmetics as well as special men's products are currently in the making. After such a long development period, it gives us great pleasure to see how playfully and creatively our active ingredient is now being used.

SUSTAINABILITY IS A MUST TODAY IN OUR DAILY LIFE AND BUSINESSES. WHAT DOES IT MEAN FOR YOU AND HOW CAN IT BE RELATED TO AHE?

Sustainability has played a major role in our company from the very beginning. AHE is extracted from an accredited Heilmoor deposit in the south of Austria. Only about 10% of all Heilmoor deposits are at all suitable for the extraction of AHE due to their composition (proportion of humic acids, etc.). We love this moorland and want to preserve and protect it. Therefore, environmental experts were involved in the extraction and processing right from the start. In this way, we have developed a process in which renaturation plays a major role. In the course of gentle and sustainable quarrying, a natural refuge for flora and fauna is created through biotopes and backfilling. Beside our already mentioned certifications we are currently working on making our company completely CO2 neutral.

