

SOAVO

by E. Krall



PRESS RELEASE

SKINCARE IS SOULCARE FROM MOUNTAIN LAVENDER TO URBAN SKINCARE Interview with SOAVO Founder Erwin Krall

The Austrian beauty brand SOAVO creates Premium Organic Skincare based on Alpine Botanicals and their unique key plant Austrian Mountain Lavender. „Slow down and rise“ is the claim for the luxurious unisex collection and its multitasking facecare, bodycare and apothecary products.

What made you interested in creating an organic skincare company in the first place?

Growing up in the countryside, since my childhood I was fascinated by plants and nature. I always had two green thumbs; everything I planted grew well and flourished. I have a special connection with nature and natural conditions, and plants have always been around me. 2012 I started my own organic cultivation, „The MOUNTAIN LAVENDER PROJECT“ in the alpine area Upper Styria. Our essential Mountain Lavender oil and floral water have excellent quality so we thought that such precious ingredients should be the base of natural skincare products benefiting customers who look for premium natural quality. That was the start of our skincare brand SOAVO which we launched in summer of 2018.

What was your inspiration for The MOUNTAIN LAVENDER PROJECT?

It was the enthusiasm to grow and cultivate, to distill my own essential oils, amidst a beautiful natural reserve with clean air, purest alpine spring water and lots of sunshine. I always have been fascinated by distillation of essential oils. This also inspired me to become a trained aromatherapist and thus acquire the skills and expertise to work with essential oils and natural ingredients. In 2012, on sunny steep slopes at 800 m height above sea level, in the heart of the natural reserve „Mürzer Oberland“, we started to cultivate 32.000 bushes *Lavandula angustifolia* – in total 160.000 single plants of Mountain Lavender. Today we distill precious Mountain Lavender Oil and Mountain Lavender Water – the key ingredients of SOAVO Skincare.

What is your motivation, your goal?

SOAVO was born from the vision to offer a Farm-to-Skin concept: Translating local organic ingredients of highest quality into contemporary urban skincare which meets today's demanding consumer needs – delivering excellent feel, touch, texture and scent. „Natural“ skincare for us does only mean healthy, safe and sustainable products, but also pleasant and compelling formulations for skin and senses.

What is the SOAVO philosophy?

„Slow down and rise“ is the claim of SOAVO Organic Skincare and for us this is also the message of the Mountain Lavender. Many of us are tied up in a fast-paced lifestyle. Thus our skin and senses lack time to pause, time to breathe, and time to indulge. The result is dry and irritated skin which needs protection and soothing care in an urban environment. We better stop looking at our wrinkles and start taking care of our skin - it is our biggest sensory organ. SOAVO and its Farm-To-Skin philosophy provide exactly this repose, refreshment and regeneration: fast absorbing lightweight textures, elegant and sensual scents, and multifunctional products – for daily skin care rituals. All our products are balancing and gently refreshing. As the skin is reflecting inner health and balance – for SOAVO skin care means also soul care.“

What is the difference between SOAVO and other natural skincare brands?

SOAVO stand for highest quality in organic skincare – made in Austria. Our focus is on purest high-grade organic and local ingredients. That's why we emphasize a Farm-To-Skin philosophy: Alpine power for the skin – creating skincare formulation with alpine plants and precious ingredients from our own cultivation project. Mountain Lavender Oil, Mountain Lavender Water and selected alpine plants are the core of the SOAVO formulas. All formulations are made exclusively with 100% natural and bio active plant ingredients, hand selected for their purity, efficacy and skin-friendliness. Emulsifying and preservation of the SOAVO products are also plant-based to secure the natural quality, security and efficacy of our products. All SOAVO Skincare Essentials are vegan, i.e. free from animal ingredients, and also PETA Cruelty-Free-certified.

What are additional USPs of SOAVO Skincare?

Our roots are unique: The MOUNTAIN LAVENDER PROJECT (www.berglavendel.at). The concept of redefining Lavender cosmetics as a unisex contemporary skincare. The quality of our formulas, the silky lightweight textures – and of course our elegant and fresh signature scent based on alpine essences.

Why does Mountain Lavender play the central role?

For us this plant is just miraculous! Lavender deserves a special place, both in plant kingdom and in skincare. We are absolutely enchanted by its unique character, the violet beauty, the outstanding versatility in use and benefits and the vibrant power of the plant in general. Its properties go from anti-inflammatory to soothing, regenerating and balancing. On top our Austrian Mountain Lavender is an absolute rarity in terms of olfactory quality due to its habitat in high altitude of 850 meter above sea level. Which is confirmed by experts and lab tests. We call Mountain Lavender our ally – for beauty and health, for purity and originality. In our fast-paced time Mountain Lavender helps inducing balance, melting stress away, and relieving tension; it invites lightness as well as energy. So Mountain Lavender is both relaxing and gently invigorating, for skin and senses.

For our signature scent which is of course based on the key ingredient Mountain Lavender we carefully selected botanicals and essences for a light, fresh and elegant fragrance – without emphasizing the typical herbal Lavender note.

Alpine and local plants are key for SOAVO Skincare - why?

In Austria´s alpine areas we have excellent resources. At SOAVO we use and cultivate these resources and we also hope to raise awareness for the beauty and quality of local, traditional plants and ingredients. Our organic Mountain lavender grows in the heart of the Styrian natural reserve Mürzer Oberland. All around our Lavender cultivation and also between the plants an abundance of alpine herbs flourishes: horse mint, wild thyme, wild marjoram, as well as valerian, wild malva, cuckoo flower and many more species. If you are surrounded by such natural treasures you also have to cherish them and highlight the attention they deserve.

What kind of range does SOAVO?

We offer Face Care, Body Care and Apothecary products – to keep the skin hydrated and healthy in a natural way. Our range includes face spray and oil, body wash and lotion, hand wash, hand cream, hand spray as well as Mountain Lavender essential oil and Mountain Lavender water

What are the things you took into consideration when creating SOAVO products?

We think about the consumer in his busy, fast-paced life and we want to offer solutions. Organic Skincare products to inspire people and to connect people back to nature by creating healthy beauty routines for a healthy lifestyle. Like the body needs natural, fresh food to feel nourished we think also the skin needs natural potent ingredients for repose, refreshment and regeneration. For these needs we designed products that serve daily skincare rituals.

Who needs SOAVO and which skin type benefits from SOAVO skincare?

SOAVO Skincare Essentials are gentle for the skin and tailored to provide effective solutions for daily skincare: mild cleansing, moisturizing and nourishing, balance & soothing, vitalizing and regeneration. All SOAVO products are unisex, both in formulation and fragrance concept. They suit all skin types. But especially people with dry and dehydrated or dull, tired skin benefit from SOAVO skincare.

What are your SOAVO targets for the years to come?

Natural and green beauty has no longer a „granola“ image. People stop looking for lab cocktails of chemicals and become more interested in healthy green solutions for skincare. But organic skincare has to be truly compelling – with an authentic background and story, with high-grade quality and excellent formulas as well as with ethics and transparency. Our job is to inspire, inform and connect them with the amazing powers of natural ingredients and organic skincare.

Where is SOAVO located?

The head office and production is located in Vienna. Our Mountain Lavender is cultivated and distilled in the alpine area of Upper Styria, in Mürzsteg – vis á vis of the summer residence of Austria´s Federal president, which is the former royal hunting lodge of Emperor Franz Joseph.



THE SOAVO RANGE

9 Skincare Essentials for fresh radiant skin.



FACE CARE

Hydrate FACE SPRAY
Moisture FACE OIL



BODY CARE

Active BODY WASH
Balance BODY LOTION
Purify HAND WASH
Soft HAND BALM
Refresh HAND & BODY SPRAY



APOTHECARY

Pure MOUNTAIN LAVENDER WATER
Pure MOUNTAIN LAVENDER

THE PLANT EXPERT

ERWIN KRALL, SOAVO FOUNDER

In 2012 the plant expert Erwin Krall founded the project BERGLAVENDEL/ MOUNTAIN LAVENDER, an organic cultivation project in Upper Styria, in which he put his heart, time and deep-rooted passion for plants. His aim: creating Premium Organic Skincare with powerful alpine plants from local cultivation. Throughout his life Erwin Krall had two green thumbs and a special connection with nature and natural conditions. Alongside his profession as an Military Officer he became a trained aroma therapist and also started the cultivation project for Organic Austrian Mountain Lavender. In his creative team in Vienna he works on his brand and on redefining lavender cosmetics into urban skincare. In the natural reserve in Styria he dedicates his time to the vision of „Austria, a home for Mountain Lavender“ and the collaboration with local cultivation projects and pioneers. With his label SOAVO by E. Krall Erwin Krall has developed an organic skincare brand based on Mountain Lavender and alpine plants, showing how commitment for regionality, highest quality and organic cultivation, plant expertise and finesse can be translated into contemporary unisex Botanical Skincare.

About SOAVO

Organic Premium Skincare from Austria: SOAVO stands for highest quality – pure, organic, effective for fresh, radiant skin. Farm to Skin: The key ingredients is Austrian Mountain Lavender* from our own organic cultivation project in the alpine region Upper Styria. SOAVO formulations combine the power of alpine plants with silky textures and vibrant scent compositions. „Slow down and rise“ is the claim for the exclusive product line and its effective plant complex of organic plant extracts, purest essences and bio active plant oils. SOAVO Skincare Essentials comprise Face Care, Body Care and Apothecary: finest oils, refreshing sprays, mild washes and lotions. For luxurious and effective skincare – Made in Austria. SOAVO is distributed online at www.soavo-skincare.com and via selected store partners

Press Information: We are happy to provide this text as well as visuals and further information on SOAVO in digital format.

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