



PRIMAVERA®

Connected  
with Nature  
since 1986

2024 EDITION





“ALL OUR DECISIONS ARE BASED  
ON CONSCIOUS AND RESPECTFUL  
CONTACT WITH THE ENVIRONMENT,  
NATURE AND HUMANKIND.”

*Corporate Guiding Principle No. 1*



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Loving  
Nature &  
Humanity

CONNECTED WITH NATURE SINCE 1986

*“For 38 years we have been living our vision—actively building an energetic field of scent, light, and pure joy. We believe that feeling close to nature enhances the well-being of body, mind, and soul. The intention of connecting people to nature and bringing healing and joy to the world guides our actions. Love is our driving force. The heart is our symbol.*

*We mindfully draw from nature and return what we can—living in balance, connected as one. What is defined as sustainability today, has been the core of our existence from the very beginning.*

*Essential oils are our passion. They represent our understanding of purest quality. We embrace every opportunity to share our knowledge on aromatherapy and spread our love for nature and humanity to secure a healthy, healing environment for future generations. This is our contribution to positive transformation.”*

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# CONNECTED WITH NATURE

SINCE 1986



## HUMANITY AND NATURE IN HARMONY

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# About PRIMAVERA



# 1986

THE PRIMAVERA SUCCESS STORY BEGINS MORE THAN THREE DECADES AGO.

Our story is one of discovery, passion and friendship. We were a group of friends, brimming with dreams, ideas and visions. We wanted to connect with the wisdom of nature and strengthen our self-healing capabilities with the power of healing plants and their benefits on skin and senses. We found the treasure in the essential oils that allowed us to fulfil this wish.

# 440 OVER

EFFECTIVE PRODUCTS

We fascinate people in more than 32 countries with pure and natural essential oils, ready-to-use aromatherapy products and certified natural skin care based on pure plant power.

SINCE 2010 PRIMAVERA HAS BEEN BASED IN THE VILLAGE OF OY-MITTELBERG IN THE UPPER ALLGÄU (BAVARIA, GERMANY) AT THE UNIQUE ADDRESS "NATURPARADIES 1" (NATURAL PARADISE 1).



PRIMAVERA®

Our name, PRIMAVERA, is the Italian word for spring. Our logo depicts the goddess of spring dating back to ancient Rome, who promises renewal and abundant harvest. This image is an integral part of our identity. Today, our logo is a well-known symbol for pure quality.

EMPLOYEES

ensure with great commitment and passion that our vision—an energy field of scent, light and pure joy, can be felt and experienced in people's homes every day.

# 262



PRIMAVERA FROM OY TO BERLIN AND WORLDWIDE

Customers purchase our products from health food-, organic drug-, and beauty-stores, pharmacies and PRIMAVERA shops. You can find us in 32 countries on 4 continents.



Visit our Scent- & Organic Skincare Shops in two locations: at our Bavarian headquarters in Oy-Mittelberg and in Berlin on Weinbergsweg 2.



NO. 1 IN HOSPITALS AND HEALTH CARE FACILITIES

PRIMAVERA is the preferred brand in the professional nursing and therapy sector in Germany.

# 253

HIGH-QUALITY PLANT EXTRACTS

from more than 47 countries find their way into the Allgäu region of southern Germany. This is where we turn them into popular PRIMAVERA products.

# The PRIMAVERA Story

## HOW IT ALL BEGAN

The PRIMAVERA story begins more than three decades ago at the foot of the alps in southern Germany. It is a story of discovery, passion and friendship—building a company upon love for nature and its holistic benefits.

### Our roots

We were a young group of people full of dreams and vision, working together to express new ideas and achieve harmony between nature and people—a balance between give-and-take. We wanted to be self-sufficient and were convinced that nature had everything we needed. We envisioned a world where people lived to gather in symbiosis with nature, enhancing their self-healing powers through holistic methods and educating themselves on the benefits of plant therapy and a healthy diet. More than 40 years later, these are the reflections that now shape society, politics and the economy under the term of sustainability.

### Our passion

The treasure of essential oils allowed us to fulfill our dreams. From day one, we knew they contained the essence of nature's wisdom and the active properties to benefit people. The rediscovery of aromatic plants was timely, because the active plant ingredients respond gently and holistically to

essential human needs of modern living. Essential oils remain our key to a healthy and happy life connected with nature. They are our means of choice for connecting with the intelligence of nature and its plant powers in everyday situations and all phases of life.

### Our way

Deeply touched by the power that essential oils have to affect both body and mind, we wanted to share these discoveries with other people and founded PRIMAVERA in spring 1986. Our commitment to natural purity was born of a desire to connect people with nature in greater harmony. Our company logo—shows the spring goddess of ancient Rome, who promises renewal and a plentiful harvest. This image is an integral part of our identity. Today, our logo is a well-known symbol for pure quality. We are convinced that holistic healing is only possible through pure plant extracts. Organic cultivation has always been the only way for us.



1 The business, which started out small, developed into a sizeable company with 50 employees in 1991. Since then PRIMAVERA has become a trademark for quality oils.

2 Our Turkish farm partner Nuri Kalay visits PRIMAVERA. PRIMAVERA obtains its first essential oil, thyme white, from Nuri Kalay in April 1989.

3 Kurt Nübling 1994—The love of essential oils is what brings us together.

4 Eva Diller (left) and Maria Kettenring during preparations for a seminar in Provence in the early 1990s.





“Sustainability is something that comes from within us. It’s something that has always been there.”



**IN CONVERSATION WITH UTE LEUBE  
CO-FOUNDER & ADVISORY BOARD MEMBER**

**AND KURT L. NÜBLING  
CO-FOUNDER & MANAGING DIRECTOR**

**WHAT DOES SUSTAINABILITY MEAN TO YOU?**

KURT. In German, we say “Nachhaltigkeit” but I prefer the English term “Sustainability.” Maintaining healthy habitats. This is what it was all about from the beginning. Our relationship with sustainability is not just driven by facts, figures and data; it involves much more. Sustainability is a matter close to our hearts. We live it on a day-to-day basis.

**WHAT EXACTLY DO YOU MEAN BY THAT?**

UTE. Sustainability for us is something that comes from within, something that has always been there. When you live with nature, it’s only natural that you do everything you can to preserve it. There are cultures like in Bhutan, who view nature as sentient, not just plants and earth—that’s why they protect it thoroughly.

KURT. That’s exactly what we want to protect. And when such protection stems less from the head and more from the heart, it has a very different kind of power. And this is true for us not only when handling nature, but also people.

**THIS BRINGS US TO YOUR WONDERFUL RELATIONSHIPS WITH YOUR COMPANIONS AND GUIDES WORLDWIDE. WHAT DEFINES THESE RELATIONSHIPS?**

UTE. Face-to-face on-site encounters. This is particularly true of our Aroma Tours, where we take people to meet our farm partners. We’ve been doing this for years. It’s important to smell the earth, to walk on it, hold it in your hand, and understand what organic cultivation means and what the people in that location do. This becomes apparent on our trips. We have experienced some incredible cultural insights, healing and touching moments. In Turkey, for example, we experienced the indescribable scent after a morning rose harvest. It opened our hearts and brought people together in a very special way. Things were suddenly possible that had previously seemed unthinkable, just by tuning into nature. The scent of the rose encouraged everyone to open up—men and women—moved more freely.

**SO YOU ARE CHANGING THE WORLD WITH SCENT, LIGHT AND PURE JOY**

KURT. Absolutely. Bringing light into our lives means inspiring people to connect with others. Scent can bring people together. People from very different cultures, from diverse professions, people with Birkenstocks and high heels.

*The enthusiasm for nature is felt in every word.*







*“Our love of nature is what brings us together.”*

UTE LEUBE



UTE. Our love of nature is what brings us together. It's the unifying element and suddenly we feel connected ... walking barefoot and digging our feet into the ground. It brings joy. If this becomes a shared mindset, we don't necessarily have to have the same opinion on everything out there. Because this love is already enough to

connect us all together. This feeling can be strengthened and grow with time.

**WHERE DOES THIS MINDSET ORIGINATE?**

KURT. We come from the economic miracle generation. Work, discipline and self-interest were at the forefront back then. From a collective mindset, the Green

Movement emerged as a counter-culture across the globe. This movement inspired us to make a major contribution to ensuring that organic products are now an integral part of the global landscape.

*Thank you for the inspiring conversation, Ute and Kurt!*



Companions  
OUR ORGANIC FARM PARTNERS  
and  
WORLDWIDE  
like-minded  
people

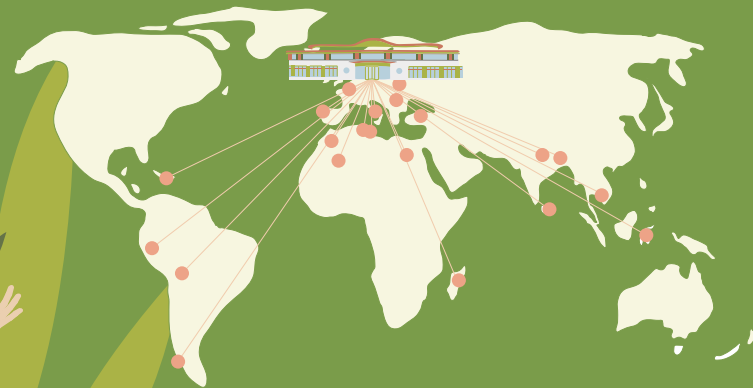


## OUR ORGANIC FARM PARTNERS

PRIMAVERA's founders understood that true holistic healing is rooted in only the purest, highest quality natural ingredients. Prior to PRIMAVERA, "organic" as we know the term today, did not exist in the 1980s. It only started with the founders, who fostered partnerships with like-minded farmers to deliver organic quality.

One year after the company was founded, a young French farmer became PRIMAVERA's first organic farm partner. And then, more like-minded people from around the globe joined the group of friends committed to sustainable and ethical business practices. It is an integral part of our mission to expand our existing organic farms and

actively support independent farmers as they convert from conventional to organic agriculture. For us, words are more important than contracts, and cooperation works best when it's based on trust, and shared values. Over time many partnerships have grown into personal friendships that are now more than thirty-years strong.



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ORGANIC FARM PARTNERS

21

COUNTRIES WORLDWIDE

108

PLANT EXTRACTS

2/3

OUR PRODUCTS CONTAIN PLANT SUBSTANCES FROM OUR ORGANIC FARM PARTNERS



“You have to smell the earth, walk on it, hold it in your hands to understand what organic farming means and what the locals achieve.”

UTE LEUBE





The production  
of our essential oils  
begins on the fields.

AGRONATURA IN PIEDMONT (FRANCE)



The roses are harvested by hand from the moment the sun rises.

TAURUS MOUNTAINS IN ANATOLIA (TURKEY)





Our rose oils and water originate in Turkey, Italy, Morocco, Afghanistan, India, Bulgaria, and Iran.

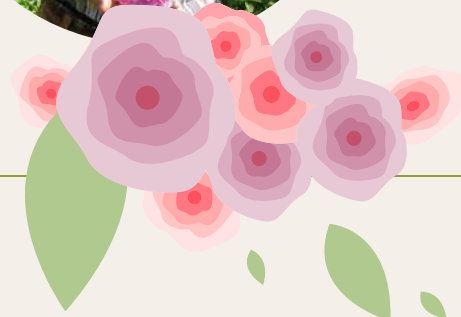


# I LOVE

*“What we value most is the love for earth, soil, and the desire to give something back to our partners and farmers.”*

Piedmont natives Piercarlo and Anna Dappino founded the Agronatura cooperative in 1986. Their idea was to create opportunities for farmers in the mountainous region and earn more by growing herbs other than wheat or corn, and in doing so, to prevent young people from migrating into cities. They pooled their resources in a cooperative to achieve their common goal. Now, 40 years later, the mission of the co-operation remains the same. PRIMAVERA plays an active role in supporting organic farmers

in the rural, remote region of northern Italy with this reliable and long-standing partnership.



#### **PIERCARLO DAPPINO**

*Origin and project: Italy, Agronatura Cooperative in Piedmont*

*Farm partner since: 1987*

*Distillation of essential oils: initiated in the early 1980s and further developed with PRIMAVERA*

*Essential oils for PRIMAVERA: Lavender Demeter, Fennel Bitter Demeter, Chamomile Organic, Immortelle Demeter, Hyssop Organic, Organic Rose Water, Organic Lavender Water*

# Mindful Value Creation

PRIMAVERA takes the time to seek like-minded partners because we believe every ingredient in our products must be safe—both for you and the earth. For more than three decades, PRIMAVERA has been pioneering collaborative, fair trade partnerships with a worldwide community of farmers committed to environmental sustainability.



## 01 TRUST AND COMMITMENT

All our relationships are founded on trust and are characterized by active commitment with added value for both sides. We offer our local farm partners support on all levels. For their part, the expert knowledge of the experienced farmers and distillers flows into the work with plants, resulting in the best possible oil quality, free from pesticides and genetic engineering.



## 02 FULL SUPPORT

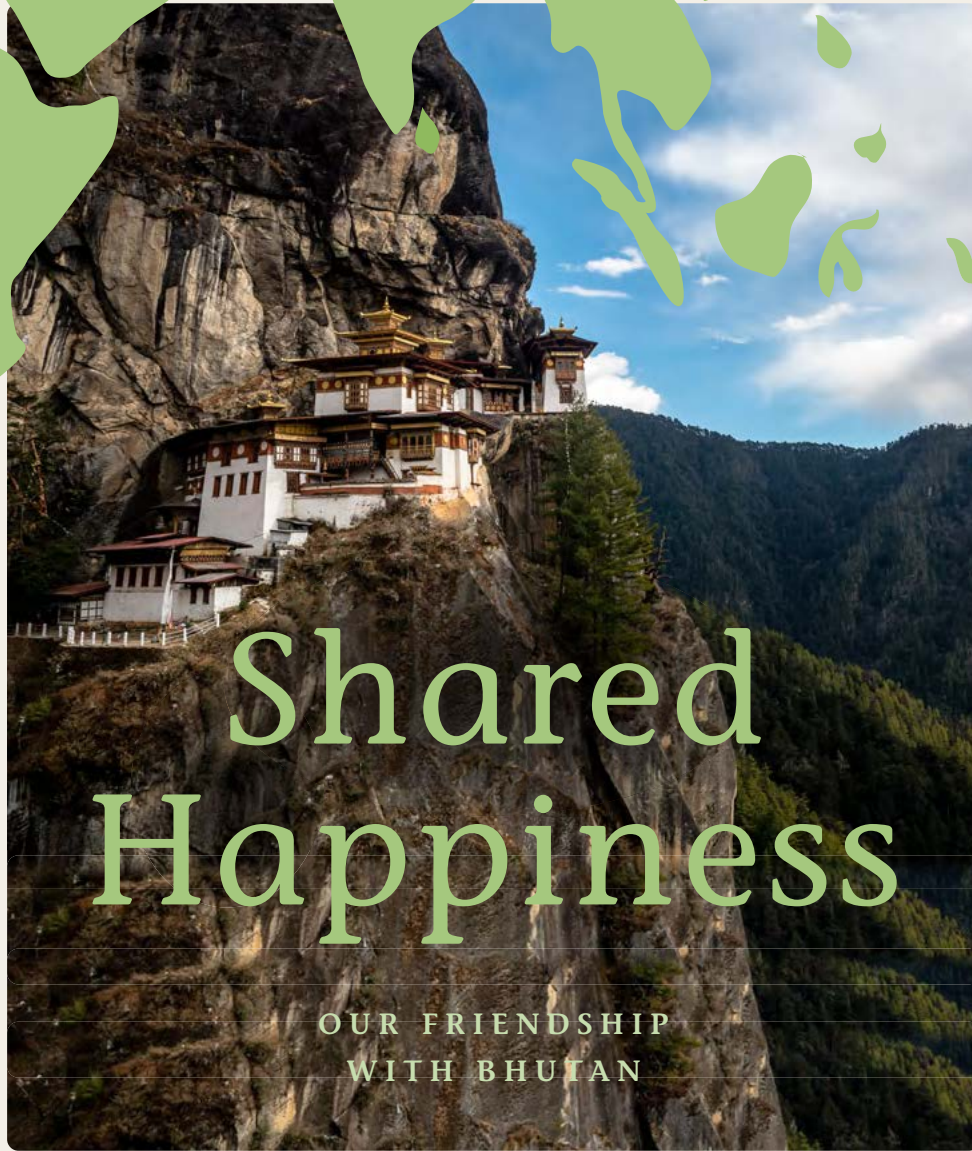
We offer farm partners support on all matters and help with what is needed; from pre-financing to certifications. We guarantee purchase quantities, secure long-term agreements and fair prices at all times. We sponsor education and development initiatives for the individuals and communities. We rely on them for our high-quality ingredients. We also support farmers on an individual basis: from distillation systems and trucks to training centers and advance payments for harvests.



## 03 MUTUAL APPRECIATION

We know our farm partners on a personal level. We respect each other and show interest in each other's personal affairs. Digitalization makes it possible to stay in close and visible contact with our farm partners around the world at all times. Regular on-site visits are also valuable and important to us.



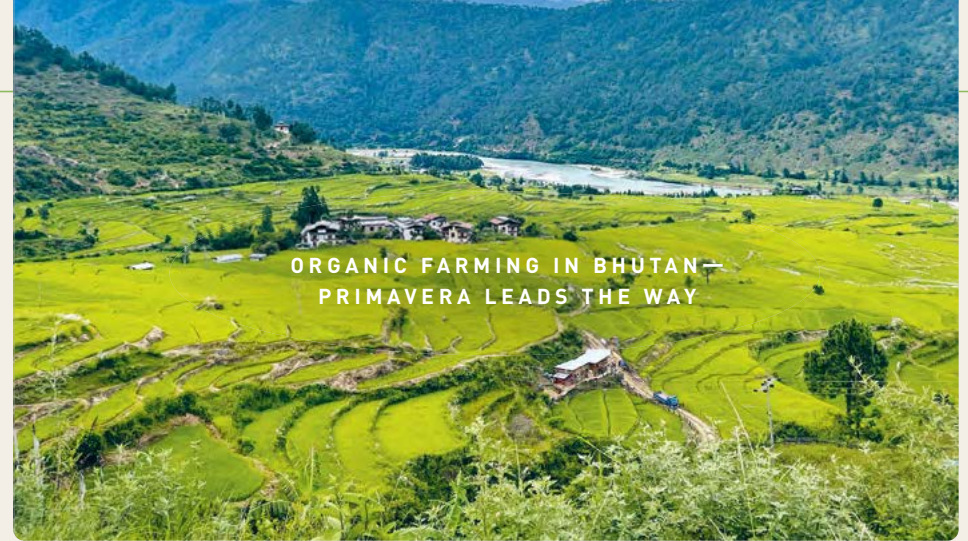


# Shared Happiness

OUR FRIENDSHIP  
WITH BHUTAN

*“Here in Bhutan there is so much untouched nature. It is brimming with vitality. Thanks to our deep connection to this country and its unbridled natural power, we are capable of bringing a lot of shared good and healing to the world.*

UTE LEUBE



ORGANIC FARMING IN BHUTAN —  
PRIMAVERA LEADS THE WAY

When Ute Leube and Kurt L. Nübling first contacted the Ministry of Agriculture in Bhutan in 1990, the PRIMAVERA founders addressed the topic of organic farming. They appealed to the local people to preserve the precious nature of Bhutan for the future—to be a role model for the world. This was the crucial catalyst for organic farming and the first organic certification in Bhutan.



*The removal of the lemongrass after distillation*

MADE BY HAND  
AND TRADED  
FAIRLY



NATURAL BAR SOAP LEMONRASS GINGER  
FROM BHUTAN

*This special product is handmade by women in Bhutan at a soap manufactory built specifically for this purpose. Through this initiative, PRIMAVERA supports 100 families locally. The Natural Bar Soap Lemongrass Ginger from our organic farm partner Bio Bhutan has been an integral part of the PRIMAVERA product range since 2012.*



PRIMAVERA'S FIRST  
START-UP

# TERRA HIMALAYA

A NEW CHAPTER  
IN THE FARM PARTNER'S  
HISTORY

PRIMAVERA and Bhutan have a close connection for 33 years now. For Bhutan, virgin nature is of great importance. She produces powerful and healing plants. The aim is to connect people around the world with the power of Bhutan's plants. Therefore, we work with even greater closeness to the Bhutanese people than ever before. In addition to the Lemongrass Oil and the Natural Bar Soap Lemongrass Ginger, we carry a new unique product since March 2024: the essential oil of the Himalayan pine.

## NEW PATHS

In September 2023, PRIMAVERA established its first farm partner company, Terra Himalaya. Nine employees are learning the art of distillation on site at the large, newly acquired distillery. With PRIMAVERA's establishment of their own distillery, PRIMAVERA once again secures pure and natural resources and plant ingredients for its products.

## HAND IN HAND

The vision of the King of Bhutan is to transform the whole nation to secure the future of generations to come. PRIMAVERA collaborates with Bhutan in complete harmony with this plan.

## The First Oil from Terra Himalaya

The Himalayan pine is also called "weeping pine", because of the resin drops that the cones produce. The essential oil has organic quality and a wonderful fresh scent that has uplifting and comforting capabilities.



Plant gatherers, who live in the highest regions of the Trongsa Valley in central Bhutan, collect the branches of the Himalayan pine in accordance with the requirements of the Bhutanese Forestry and Nature Conservation Authority. The manufacture of the essential oil contributes to the preservation of traditional knowledge about native plants. For people in Bhutan, it represents an important additional source of income.



From left to right: Sonam Zam (Distillation Team), Tina Roner (Green Value Chain Expert), Tshering Choden (Distillation Team), Ute Leube (Co-founder PRIMAVERA), Ama Om (Homestay Hostess), Kurt Nübling (Co-founder PRIMAVERA and Managing Director), Ugyen Zangmo (Administration and Finance), Adrian von Bernstorff (CEO Terra Himalaya), Biren Subba (Head of Agriculture), Subash Rai (Head of Technical Operations), Sonam Tenzin (Distillation Team)



Pine and lemongrass bundles are traditionally carried on the back and transported by foot to the distillery.



*"The products that we source from Bhutan radiate with such power. They carry a special spirit and natural vitality in them. To keep it this way, we want to do our work of support. And perhaps, even become the inspiration for reconnecting with nature again."*

UTE LEUBE



*In respectful connection with nature: The plant gatherers bring branches of the Himalayan pine to the distillery.*



[primaveralife.com/en/who-we-are/our-farm-partnerships/bhutan](https://primaveralife.com/en/who-we-are/our-farm-partnerships/bhutan)



# Highest quality

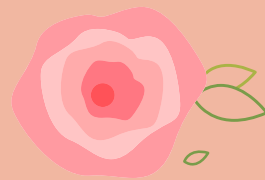
WITHOUT COMPROMISE

OUR QUALITY  
PROMISE IN  
9 PILLARS



## HIGHEST POSSIBLE ORGANIC QUALITY

Approx. 85% of our certifiable raw materials are sourced from certified organic cultivation or Demeter-cultivation.



## 100% PURE AND NATURAL

Our essential oils are always unadulterated and derived from the listed plant of origin. We will never consider using synthetics or additives identical to nature.



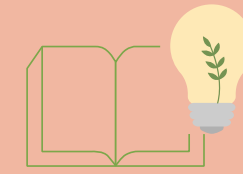
## ORGANIC FARM PARTNERS

Tracing products back to the field through direct cooperation with farmers and distillers worldwide.



## QUALITY ASSURANCE

In-house control ensures the highest possible standards.



## PROFOUND EXPERT KNOWLEDGE

Living knowledge from our practice to your practice



## DECLARATION

We guarantee safe usage based on legally compliant declaration and strict safety evaluation.



## NO.1 AROMATHERAPY BRAND FOR PROFESSIONALS

Our aromatherapy products are an integral part of the daily work at hospitals and health care facilities. We train health professionals, who trust in our PRIMAVERA expertise.



## SALES IS A MATTER OF TRUST

When selling our products we rely on qualified therapists, professionals trained by PRIMAVERA and specialized retailers.



## QUALITY SEALS

The independent, internationally recognized Demeter, Leaping Bunny and Natrue seals confirm our quality. We label our products according to strict regulations of the Vegan Flower trademark and the EU Organic Regulation.





# ORGANIC CULTIVATION: GOOD FOR PEOPLE AND NATURE

## MORE BIODIVERSITY

Organic cultivation protects many animal and plant species by providing them with habitats.



## A WIN FOR THE CLIMATE

Organic cultivation helps the soil absorb greater amounts of carbon from the atmosphere and naturally store it more effectively in the long-term.



## GOOD WORK

Organic cultivation strengthens the development of rural communities in PRIMAVERA partner countries.



## HEALTHY, LIVING SOIL

Organic cultivation increases soil fertility, protects the soil against erosion, pollution and acidification, boosting both the humus content and the soil's water retention to keep the soil healthy.



## SECURITY FOR THE FUTURE

Organic cultivation generates stable and high yields in regions that are less favored while providing local farmers a secure and remunerative income.





## 100% PURE AND NATURAL PLANT POWER

*“PRIMAVERA strives to meet the highest standards of quality and sustainability, ensuring that our products are clean, our processes are conscious and our practices are caring. All essential oils made by PRIMAVERA are 100% natural: authentic, genuine and unadulterated. They contain only the oil of the plant listed and are free from synthetics or nature-identical additives. We believe that the full aromatherapeutic benefits for skin and senses can only develop properly if the plants are absolutely pure and natural and can grow at their natural place of origin.”*

## TREASURES FROM NATURE

# Essential oils

Essential oils are the heart of every PRIMAVERA product—they are the foundation of our company. We are fascinated by the holistic power essential oils have, and we are delighted to share these discoveries with our customers.

- *Essential oils are the essence of nature and capture its full power. They are the only active plant substances that have a holistic effect on body, mind and soul.*
- *Only the proper terroir (soil and climate) allows plants to develop their full aroma-therapeutic spectrum of benefits.*
- *Our essential oils are procured from their native habitats.*
- *We currently source our essential oils from more than 45 countries.*
- *Essential oils are highly concentrated: one drop of sage oil is equivalent to approx. 43 cups of tea.*

## RESPECT

*“The fascinating aspect of essential oils is that they embody the essence of the plant, the life of the plant. A year’s worth of work is contained in one small bottle.”*

PIERCARLO AND ANNA DAPPINO



# Transparency and purity from seed to product

Since 1986 PRIMAVERA's mission is to share the skin and sensory benefits of healing plants. As a pioneer of aromatherapy we uphold the highest standards of quality. For you, for others and for nature itself.

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## ORIGIN

We always source our plants from their provenance with the utmost respect for their life force and providing their ultimate benefits.

## SEED SELECTION

Our plants are grown from the best botanical species and the healthiest GMO free organic seeds for essential oils that are pure and wholesome.

## ORGANIC FARM PARTNERS

We guarantee purchase quantities and always pay fair prices because we are passionate about supporting the livelihoods, traditions and interests of environmentally responsible farmers.

## HARVESTING

PRIMAVERA plants are all harvested according to their distinctive requirements and growing conditions when oil content is highest.



## DISTILLATION & EXTRACTION

In order to successfully retrieve the purest plant ingredients possible, we rely on the exceptional knowledge of our partners using plant-specific distillation methods for our precious essential oils.

## QUALITY CONTROL #1

To ensure that each essential oil meets the PRIMAVERA quality standards, its physical and microbiological properties are monitored by our farm partners.

## TRANSPORTATION

PRIMAVERA stores all ingredients in airtight containers to preserve the benefits and living energy of each plant ingredient.

## QUALITY CONTROL #2

Our in-house chemists and independent labs execute comprehensive analysis of the chemical makeup of each substance and their physical and microbiological properties.



## IN-HOUSE FORMULATION & PRODUCTION

All of our formulas are developed by our experts and hand-blended meeting the GMP standards for cosmetics to ensure best consumer protection. The entire production is climate neutral.

## BOTTLING

Proper storage conditions and bottles with protective UV coating allow us to minimize oxygen exposure, which can compromise freshness. We also provide all of our essential oils with a childproof closure.

## DECLARATION

We comply with the European law to guarantee safe usage based on legally compliant declaration.

## KNOWLEDGE TRANSFER

When it comes to essential-oil use, knowledge is key. We actively share our profound expertise across all channels.

## AROMATHERAPY AT HOME

Allowing nature's purest plant essences to be part of daily life through formulas that holistically promote health and enhance wellbeing.



How we guarantee the PRIMAVERA commitment to quality.  
More at [www.primaveralife.com/en/quality/primavera-quality](http://www.primaveralife.com/en/quality/primavera-quality)



ONE BREATH AT A TIME

# Healing elements from nature

*Essential oils. The wisdom of plants.  
Naturally fragrant and beneficial. The combination  
of effectiveness and well-being. Breathe in. Experience  
nature. Feel how energy, passion, strength and clarity  
flow through your body. Become one with nature.  
Activate your self-healing powers, experience your own  
inner self in all its radiance and health and invigorate  
your body, mind, and soul with these  
powerful plant essences.*



440

OUR PRODUCTS  
SUPPORT A NATURAL WAY  
OF LIFE THAT STRENGTHENS  
BODY AND MIND



EFFECTIVE  
AROMATHERAPY PRODUCTS  
AND NATURAL SKINCARE

*For every  
mood, situation  
and skin need*

PRIMAVERA takes a holistic approach to health and well-being. By holistic, we mean considering the whole person and the choices an individual makes to nurture their body and mind—the air they breathe, the moments they take, the products they put in and on their body. Connecting people with the power of plants is our mission. We do this with great enthusiasm and out of deep belief that feeling close to nature helps everyone achieve a sense of balance—both with the outside world and the world within. This inspires PRIMAVERA to deliver nature's purest plant essences through formulas that holistically enhance health and well-being.

Nature's wisdom and benefits go into all of our health and skincare products for a synergistic effect that unites body, mind and soul—and glowing skin. We are here to support people in their overall health, beauty and skin care routines with a range of complementary products that make it easy to find the combination of formulas and scents that are best for one's own regimen, mood and lifestyle. A morning ritual, an inspired afternoon, a peaceful night of sleep—PRIMAVERA products support physical and mental health, inspiring a deeper connection with plants and naturally, more joy and a healthy lifestyle.



# OUR PACKAGING GUIDELINE

The principles of our sustainable product packaging are based on the circular economy as well as the waste hierarchy.

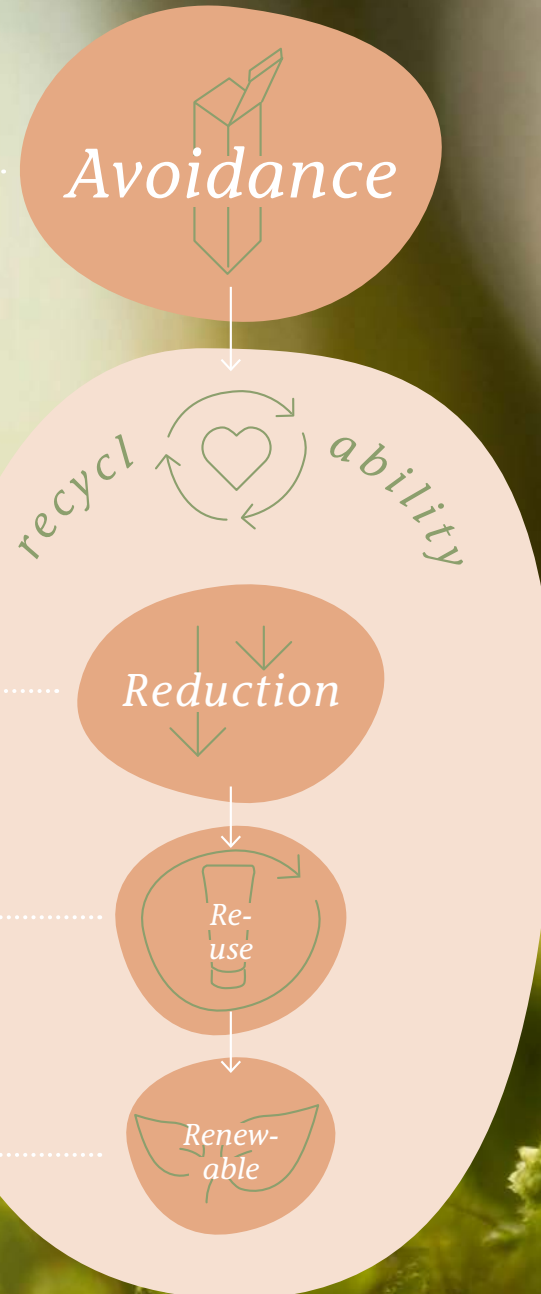
*Avoiding inserts and outer packaging where possible*

*The Recycling Loop: We develop circular solutions by pioneering product packaging with the least amount of material. Packaging parts are easy to separate and recycle.*

*We reduce packaging materials down to their lowest weight and size.*

*Continuously we are increasing the use of recycled materials across all product categories.*

*Renewable materials as an alternative to finite resources*



No packaging is the best packaging when it comes to our environment and climate. However, high-quality organic products call for optimal packaging solutions that ensure contents are protected, safe and easy to use. An appealing packaging look and the provision of information are equally important. In the face of such challenges PRIMAVERA uses thoughtful design to help preserve the earth's resources. We are guided by clear principles: omit excess outer packaging, minimize existing materials, and increase the amount of recycled materials to improve overall recyclability.



16% ↓↓↓  
LESS GLASS

with the 30 ml, 50 ml and 100 ml glass bottles compared to the previous bottles

NO OUTER PACKAGING

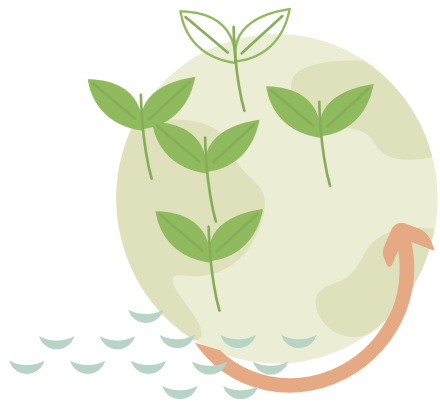
We eliminated outer packaging 84% in our entire range.

MONOMATERIAL FOR BETTER RECYCLING.

The shower lotion tubes can be fully recycled into the value chain.



*We are constantly working to make good choices that are both beautiful and efficient.*



INNOVATIVE  
AIRLESS SYSTEM



Winner of the 2021 German Packaging Award "Winner in Gold," this innovation captivates users with its bag-in-bottle system for maximum product yield. The integrated and protective bag preserves 100% quality. Packaging is fully recycled into the value chain after use.

OUR THREE MAJOR GOALS

*Conserving natural resources of our planet*

*Protecting the climate by reducing Carbon emissions*

*Circular solutions to avoid waste or reduce its volume*

ABSOLUTE TRANSPARENCY

GLASS—THE OPTIMUM PACKAGING SOLUTION

Glass does not leach into our valuable contents nor does it absorb anything. It can be recycled infinitely after use without quality loss. Our 5 and 10 ml glass bottles are also made from 50% waste glass.

SMALL GLASS BOTTLES MADE IN GERMANY

Our 30 ml, 50 ml and 100 ml glass bottles are produced in Germany using electricity derived from renewable energy.\*

LESS GLASS IS MORE

We have saved an average of 16%\* glass since 2021 compared to the previous bottles.

ABOUT

85%

OF OUR PRODUCTS are packaged in glass bottles\*.

SHORT ROUTES

935

KILOMETERS

This radius covers our packaging suppliers, including our bottling facilities.

94.1

TONS OF CO<sub>2</sub> SAVED

We have saved 94.1 tons of CO<sub>2</sub> since the gradual introduction of material-reduced glass bottles from 2021 to the end of 2022\*.



4.5

MILLION

5 ml bottles were filled in 2022. This is comparable to filling around 150 conventional bathtubs.



*"The goal of our packaging is to ensure all of it gets recycled and keeping the ecological footprint as small as possible."*

ANDREA DAHM, SUSTAINABILITY MANAGER AT PRIMAVERA





# Sharing Our Knowledge

PRIMAVERA ACADEMY

*PRIMAVERA represents a wealth of living knowledge about the healing properties of plants. Through dedicated research, personal trial and error, and a passion for exchanging information at every opportunity, we have studied the art of traditional plant therapy and the beneficial effects of organic plants. We share our comprehensive knowledge with professionals, experts and friends of aromatherapy with people from all over the world. Through a wide range of seminars, training courses, plant journeys and conferences, the PRIMAVERA ACADEMY allows us to share our knowledge of healing plant therapy with participants skilled in relevant fields such as beauty, health and holistic well-being as well as regular customers. More than 9,000 interested visitors flock to the "Naturparadies" every year to expand their knowledge.*

## ABOUT THE PRIMAVERA ACADEMY

• **Founded in 1986**

We offer an extensive range of seminars on the effective and safe use of essential oils.

• **Happy participants**

We welcome more than 9,000 guests annually at the PRIMAVERA ACADEMY.

• **PRIMAVERA**

**Aroma Expert training**

For PRIMAVERA ACADEMY participants who wish to formalize their studies, PRIMAVERA offers Aroma Expert Certifications through our extra-occupational specialist training for aromatherapists and pharmacologists.

• **In-house research & development**

We guarantee that the seminar content and courses are current and based on well-founded research.

• **Ongoing exchange**

We keep the dialogue open with aroma experts and scientific partners, staying up to date with the latest scientific studies.

• **Personal living environment**

Our courses cover topics like resilience, DIY mixing instructions and much more

• **Plant Journeys**

One of the most unique aspects of the PRIMAVERA ACADEMY is the opportunity

participants have to travel with us to visit our world-wide community of farm partners. During these Aroma Tours participants help in everyday farm operations, gaining valuable hands-on experience and a genuine connection to the processes of organic cultivation and distillation, and the people who practice them.

• **Conferences**

The PRIMAVERA ACADEMY regularly hosts conferences at the headquarters. At each conference, 250-300 guests attend lectures given by a panel of recognized experts. Conferences also include interactive workshop elements and the opportunity to network with people with common interests.

**NEW**





# Natur paradies No.1



50

*Located in the Allgäu region at the foot of the alps of southern Germany, PRIMAVERA's headquarters gently blend into the landscape, nestled in nature. Visitors can experience biodiversity, vitality and inspiration across five hectares, and are invited to walk through a sea of naturally fragrant flowers. During a visit, you have the chance to witness how everything is interconnected, building the natural and constantly renewing cycle of life.*





*Our corporate headquarters is the site of the first manufacturing and administration building in Germany where sustainable construction blends with Feng Shui design and energetic principles.*

52 SCENT, LIGHT AND PURE JOY

All roads lead to Naturparadies 1: This is where we receive natural raw materials from our organic farm partners, conceive ideas, develop visions, and transform the accumulated knowledge gained from decades of experience into 'feel-good' products. More than 260 people work passionately to ensure that you can experience scent, light and pure joy at home. Our company headquarters in the heart of a beautiful garden personifies our idea of sustainability and conservation. Many eco-friendly technologies and techniques were installed when building the new headquarter: We started by saving 20% on concrete and steel, using clay plaster and an innovative honeycomb construction designed for structural support in the ceilings. Our electricity is generated from hydropower, while our energy consumption is lowered by means of a heat recovery system,

air heat exchangers and auxiliary infrared heating. High, well-insulated windows allow plenty of natural sunlight in the office. An innovative passive light guidance system channels the sunlight deep into our 'feel-good' building. This saves around 80% on electricity for lighting. In order to conserve drinking water, we have implemented a sustainable drainage concept. Our green roof filters the rainwater to a cistern supplying the water we need for our bathrooms, to water the garden and cool the building.

In short: Naturparadies 1 symbolizes respectful coexistence between people and nature. This is the place, where biodiversity, vitality and inspiration are combined in perfect harmony.

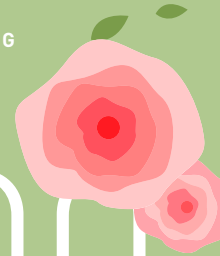
SINCE 2010

NATURPARADIES 1 is PRIMAVERA'S headquarter in Oy-Mittelberg

*"We want to give back more to earth than we take from it. Naturparadies 1 is a shining example of regenerative management."*

KURT L. NÜBLING

800 ABOUT 80.000 LITER CISTERNS for rainwater collection



5 BIODIVERSITY ACROSS

HECTARES of nature at Naturparadies 1 are home to a variety of habitats including natural ponds, stone walls, fallow land, compost heaps and our green roof.



NATURE PONDS

500 ABOUT

110.000

AROMATIC PLANTS, HEALING AND WILD HERBS. WOODY, ORNAMENTAL AND UTILITIVE PLANTS HAVE BEEN PLANTED SINCE 2009

ANIMAL, PLANT AND FUNGAL SPECIES have now settled in the garden on their own accord. Two highlights: the protected sand lizard and the tunic flower.





OUR STRONG PARTNERSHIPS  
LOCALLY AND GLOBALLY

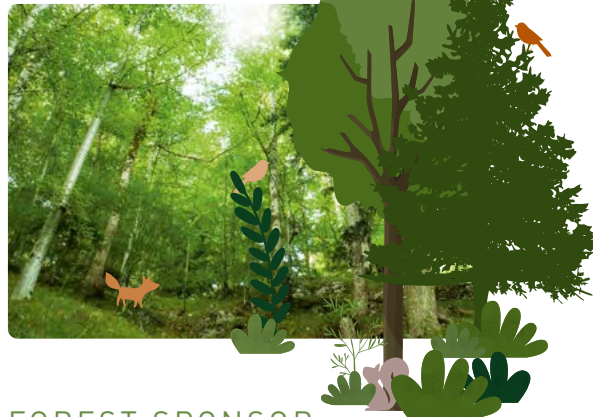
# For humanity and nature

## Regional



### FOUNDING MEMBER OF THE CLIMATE-NEUTRAL ALLGÄU 2030 ALLIANCE

Since 2019, we have been operating in a climate-neutral manner at our company headquarters in Oy-Mittelberg by offsetting previously unavoidable emissions. This includes supporting two sustainable projects: one in India (solar energy) and the other in Zimbabwe (drinking water wells) as well as regional sustainable projects run by the Allgäu Climate Fund. We aim to further reduce our emissions by at least 10% annually by 2030.



### FOREST SPONSOR FOR BIODIVERSITY AND CLIMATE PROTECTION

Naturally grown forests or old-growth forests are forests left alone to develop without human intervention. They play an invaluable role for life on earth by conserving considerable quantities of CO<sub>2</sub>, which is stored in above-ground biomass and the soil, and providing homes for many species. We support the Benedikthof private forest in the Altmühl valley (Germany) with its transformation into a naturally grown forest and the Eichelberg private forestry enterprise in the district of Passau in increasing the areas with natural forest development. Both projects aim to increase natural forest development and habitats for endangered animal and plant species.

## Global



### DR. VANDANA SHIVA, PROTECTOR OF SEEDS

Seeds are the gametes of life. We want to preserve this treasure in all its rich diversity and make it accessible to everyone. Navdanya means "nine seeds" and is an organization that advocates the protection of biological and cultural diversity. Navdanya supports organic cultivation and makes small farmers independent of large seed companies thanks to their own seeds. Navdanya founder Dr. Vandana Shiva and PRIMAVERA have enjoyed a close friendship for many years and we support Navdanya in its mission financially.



### ALLIES OF YOUNG PEOPLE IN BHUTAN

The Bhutan Youth Development Fund supports young Bhutanese who find themselves in difficult living conditions, providing them with a good foundation to build a self-determined future through numerous projects. We have been sharing happiness with the Bhutan Youth Development Fund since 2013, either by sharing the proceeds of our Winter Holiday collection or through annual donations. We are thrilled to be in regular contact with them.



### PARTNER OF THE CHARITÉ

We work with one of the most groundbreaking hospitals in the world and the largest university hospital in Europe to study the effect of aromatherapy in the aftercare of gynecological cancer patients, for example. Our shared objective is to develop sustainable concepts for aromatherapy in hospital practice.

## Raw materials funding project

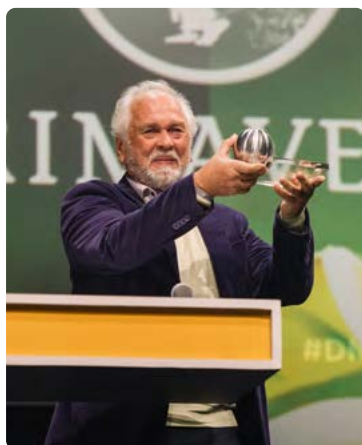


PRIMAVERA has been supporting 228 farming families in Bhutan, India and Cambodia since 2020 through an extensive raw material funding project. The project, which runs until 2024, will enable sustainable sourcing of key essential oils, increase sustainable value creation, improve infrastructure and knowledge transfer, obtain certification for "organic" and "wild harvesting," and establish long-term partnerships.



We are delighted for receiving leading awards that recognize our commitment to people and nature.

A selection:



WE ARE A ROLE MODEL

PRIMAVERA wins the German Sustainability Award in 2022 for its unprecedented contributions to the transformation in the field biodiversity.



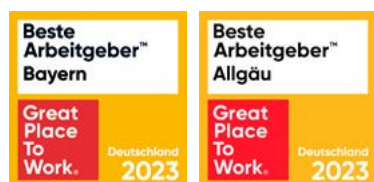
3RD TIME  
IN A ROW

We are the "brand of the century" in recognition of our role as aromatherapy and sustainability pioneers.



SINCE 2013

This award places us among the leading brands who play a significant role in protecting the climate, environment, nature, biodiversity and resources of the earth.



OUT OF  
LOVE FOR PEOPLE

We are ranked among the best employers in Bavaria and the Allgäu region of southern Germany according to "Great Place to Work".

OUR COMMITMENT IS OUTSTANDING

VISIONS OF THE FUTURE

# Growth & effect



"We realize that we cannot change the world completely, but we will continue to devote all our energy to making a difference in those areas where we have an impact. Our objective is to continue to spread beauty and healing into the world in the future."


Ute Leube  
Co-Founder & Advisory Board Member



"We aim to keep growing because we are confident that essential oils, i.e. the elemental powers of plants, can achieve a great deal, especially in times of such transformation. They create little moments of tranquility & relaxation, improve your mood and bring a touch of calm to body, mind, and soul."

Kurt L. Nübling,  
Co-Founder & Managing Director





JUST AS NATURE  
GIVES TO US—WE GIVE  
BACK TO NATURE.





PRIMAVERA®



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PRIMAVERA LIFE GMBH · Naturparadies 1 · 87466 Oy-Mittelberg, Germany  
Tel +49 8366 8988-0 · [www.primaveralife.com](http://www.primaveralife.com) · [info@primaveralife.com](mailto:info@primaveralife.com)

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