



VINOBLE COSMETICS

SUSTAINABILITY REPORT 2024/25



“For us, sustainability doesn’t start with the product – it starts with our mindset. Our daily motivation is to make natural beauty tangible – in harmony with nature and with a commitment to the highest quality.”

Luise Köfer

Founder & CEO of VINOBLE COSMETICS



LETTER FROM THE FOUNDER

When I founded VINOBLE COSMETICS in 2005, one thing was clear to me from the very beginning: I wanted to create a brand that harmoniously blends nature, science, and aesthetics – inspired by my home in southern Styria and driven by a deep sense of responsibility towards people and the environment.

The gentle hills, the vineyards, and the authenticity of this region have not only shaped my personal story, but also the identity of our brand.

That's why it was only natural for me to place the grape – a fruit of extraordinary power – at the heart of our product development. Combined with the philosophy of Traditional European Medicine, this led to the creation of our holistic treatment concept with a focus on vinotherapy. It's a concept rooted in naturalness, efficacy, and authenticity – and an invitation to awaken all the senses.

For me, sustainability is not a choice – it's a core value. Together with my team, we embody this principle in every aspect of what we do: Our products are handcrafted in our in-house manufactory in Fresing – with great attention to detail and according to the highest quality standards. We source most of our raw materials from Central Europe, our glass packaging comes from Italy, and our shipping materials from Austria. Even our spa furniture is made by a local carpenter using regional wood. And many of our botanical active ingredients – such as lavender, Damask roses, and red grapevines – we cultivate ourselves.

This close connection to our product is essential to us. But it also comes with extra effort: our packaging, for example, is completely plastic-free – a commitment that required extensive testing and custom solutions.

Today, we ship our products in boxes with specially developed inlays that flexibly adapt to the order size. This protects the products, reduces material usage – and saves CO₂.

We've chosen this path deliberately – even if it's not the easiest. But it's the right one. That's also reflected in our transparency: as part of the "Erlebnisswelt Wirtschaft" initiative, we regularly open our doors to offer interested visitors a behind-the-scenes look at our production.

I firmly believe that natural cosmetics have a vital role to play in a sustainable future. Consumers are increasingly mindful of ingredients, origin, and ethical standards. They want to know what they're putting on their skin – and they're willing to invest in quality and responsibility. We meet this trust with transparency, honesty, and an uncompromising commitment to quality.

I'm deeply grateful to my wonderful team, our partners, and all our customers who walk this path with us. Together, we're creating cosmetics that not only enhance beauty – but make a positive difference.



Luise Köfer
Founder & CEO VINOBLE COSMETICS



ABOUT US

VINOBLE COSMETICS represents a new generation of skin-care: natural, highly effective, and ethically responsible. Our product philosophy is based on scientifically grounded natural cosmetics, inspired by the power of the grapevine.

In our formulations, we unite tradition and innovation, sustainability and performance. Our goal is to create a holistic skincare experience with every product - one that nurtures both skin and soul.

Our products are available through over 300 exclusive partners worldwide, including hotels, day spas, pharmacies, perfumeries, and professional skincare institutes.



FACTS & FIGURES

At VINOBLE COSMETICS, we promote the regeneration and health of the skin by combining the treasures of nature with innovative scientific methods.

Our mission is to develop products and treatments that facilitate a mindful self-care experience, whether in a spa or at home, emphasizing skincare rooted in purity.

20
years of expertise since
our founding in 2005

2
product lines -
classic & pure

100%
in-house production in
our own manufactory

300
international
partners
(professional clients & distributors)

23
countries where we are
present





OUR MISSION

Our mission is to develop holistic skincare that is not only effective, but also ethically responsible and sustainable.

Handmade in Austria

We believe in the power of natural ingredients, in scientific precision, and in mindfulness toward people and the environment.

Our vision of skin happiness – healthy, radiant skin at any age – is brought to life through the fusion of nature, science, and design. Purity, efficacy, and sustainability are at the heart of everything we do – without compromise.

At VINOBLE COSMETICS, sustainability is not a concept – it's a way of life. All of our products are manufactured in-house at our Austrian facility, under ecologically efficient conditions and in accordance with strict quality assurance standards.

When selecting our suppliers, we place great importance on keeping transport routes as short as possible – making a meaningful contribution to reducing CO₂ emissions.





OUR PROMISE



[clean]

We firmly believe that clean products are the key to long-term skin health. That's why we consciously avoid harmful ingredients such as parabens, paraffins, PEGs, and more. In our formulations, we carefully select ingredients that offer the highest possible skin compatibility and maximum efficacy. All products from VINOBLE COSMETICS are vegan and registered with the Vegan Society.



[sustainable]

At VINOBLE COSMETICS, we feel deeply connected to our region and the beautiful countryside surrounding us. With our modern on-site production center, environmentally friendly glass and wood packaging, and tubes crafted from renewable raw materials, we make sure to keep our carbon footprint as small as possible and aim to set new standards for sustainability within the beauty industry.



[lean luxury]

With our skincare products, we are redefining the concept of luxury. Lean luxury – to us, that means luxury distilled to its essence: the content. Our products combine fine textures, delicate scents and a minimalistic design, providing small moments of luxury for every day. We believe that skincare should be easy to use. That's why our product range consists of only two single unisex lines - CLASSIC & PURE - with products to match every skin type.



[results-driven]

In our products, we combine active ingredients of the highest quality to create formulations that deliver quickly visible results for long-term skin health. A holistic approach to skincare is important to us and we believe that healthy skin is the result of not only good skincare but also a balanced lifestyle.

OUR CERTIFICATIONS

For us, certifications are not a marketing tool – they are a reflection of the values we live by. They provide independent confirmation of what we do out of conviction: developing products that meet the highest ethical, ecological, and quality standards.

We place the utmost importance on transparency, credibility, and on-going verification by independent organizations.



VEGAN

VINOBLE COSMETICS products are registered with the Vegan Society and therefore bear the globally recognised Vegan Trademark. Certification by the Vegan Society confirms that none of our products contain any ingredients of animal origin, and that all of them are produced without any animal testing.



COSMOS NATURAL

All products of the VINOBLE COSMETICS pure line are certified according to the strict guidelines of the natural cosmetics BDIH seal, COSMOS NATURAL. This is a guarantee for you that the certified products are pure, natural, fragrance-free cosmetics. The seal ensures the responsible use of natural resources, respectful treatment of nature, and clean manufacturing and processing channels according to the highest possible sustainability practices.

We undergo annual certification according to the IONC COSMOS standard to ensure the highest level of natural cosmetics quality – transparently and verifiably.



VINOBLE COSMETICS glass and wood packaging proves that luxury and sustainability complement each other perfectly. By choosing not to use any plastics or outer packaging for our products and shipping, we set new standards in terms of sustainability. All important information about the product can be found on the multilayer label on the base.



SUSTAINABLE THINKING AND ACTING

Nachhaltigkeit vom Inhalt bis zur Tube
100% recyclable

Hergestellt in Ungarn
Produced in Hungary

Aus Zuckerrohr und Fichtenholz
Made from sugar cane and spruce wood

Sustainability, from the ingredients to the tube

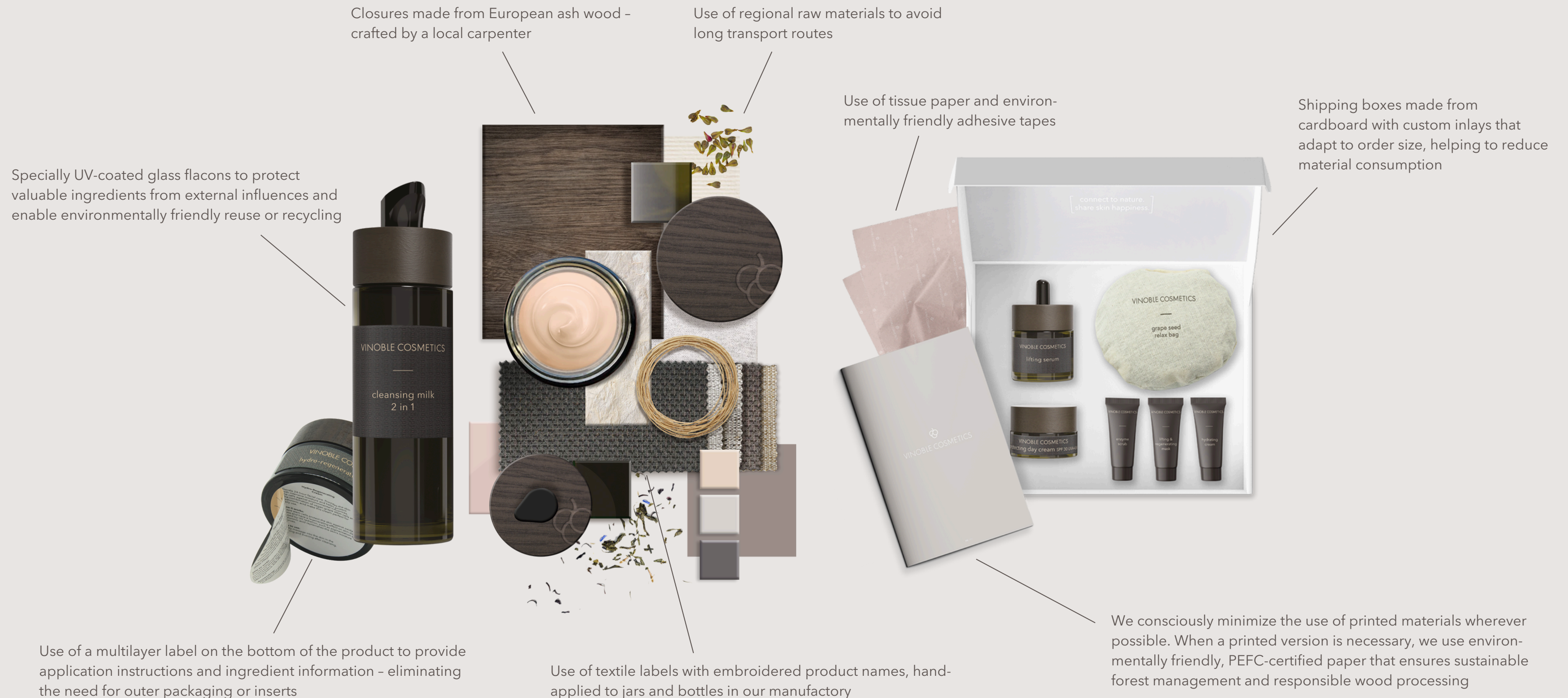
Since July 2023, selected VINOBLE COSMETICS products have also been available in our sustainable tube, made from 95% renewable raw materials.

Our commitment to a more sustainable future is reflected in the versatile upcycling possibilities of our glass bottles and jars.





SUSTAINABLE PRODUCTION AT EVERY STAGE





OUR VALUE CHAIN

Our products go through a carefully managed, regional value chain: From raw material sourcing to production and distribution, every step is carried out in close collaboration with long-standing partners. In over 23 countries, we work with 300 premium partners – including spas, pharmacies, perfumeries, professional institutes, and distributors – who share our brand philosophy. Our partners receive regular training and are actively integrated into our sustainable brand strategy.



Sourcing

- Procurement of raw materials and packaging components
- Long-standing partnerships with (regional) suppliers who guarantee quality, environmental awareness, and transparency



In-house cultivations

- Cultivation of Damask roses, lavender, and red grapevines under controlled quality standards
- Focus on regionality and harvesting at optimal ripeness
- Extraction and processing of active ingredients in collaboration with specialised partners



OUR STAKEHOLDERS

VINOBLE COSMETICS views sustainability as a lived responsibility across the entire value chain – ecological, social, and economic. Through open dialogue with our stakeholders, we foster transparency, trust, and long-term partnerships.



- Training focused on sustainable skincare
- Offering a product range in sustainable and needs-based cabin sizes
- Building long-term, responsible partnerships

- Transparent communication on ingredients, origin, and effects
- Products with the highest possible natural content, climate-conscious production, and eco-friendly packaging
- Raising awareness through storytelling and knowledge sharing

- Selection based on ecological and ethical criteria (certifications, short supply chains)
- Equal partnerships and fair pricing
- Promotion of sustainable agriculture and traditional production methods



- Strategic integration of sustainability at the highest level
- Resource-efficient operations and transparent reporting
- Leading by example: personal commitment to environmental ethics and fair business practices

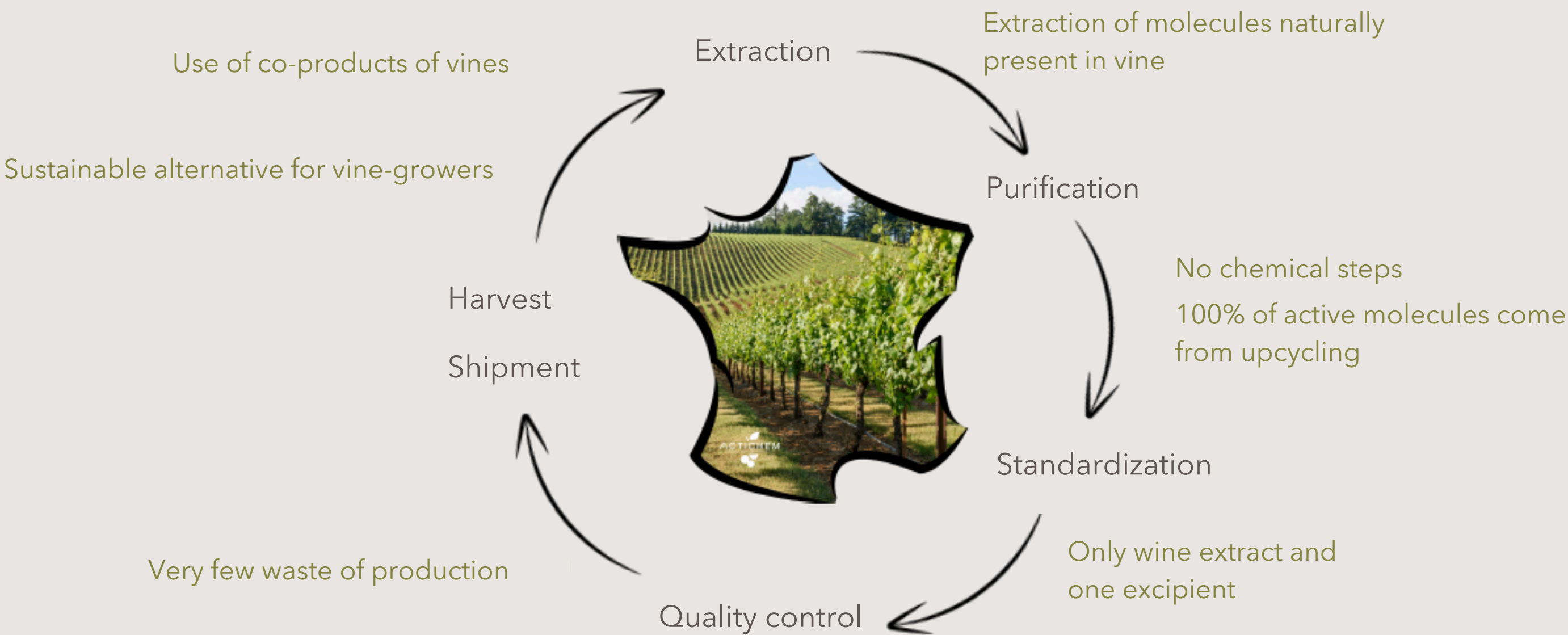
- Fair working conditions, with a focus on health promotion and continued education
- Sustainable corporate culture
- Encouraging personal responsibility and "green thinking" in everyday work

- Supporting regional value creation through our own cultivation (e.g., Damask roses, lavender, vines)
- Support for non-profit initiatives
- Sustainable tourism through partnerships with spas and hotels that implement sustainability strategies



SUPPLIERS

An example of our sustainable partner selection: Our French supplier Actichem uses by-products from viticulture - such as vines and leaves - and transforms them into high-quality active ingredients. The result is a fully upcycled raw material, free from chemical additives, which is used in our products. Resource-efficient, traceable, and in harmony with nature.





EMPLOYEES

Our employees are the heart of VINOBLE COSMETICS – their daily dedication is the foundation of our quality, innovation, and sustainability. We foster a work environment that brings together environmental awareness, regional responsibility, and social fairness.



ENVIRONMENTALLY FRIENDLY MOBILITY

Our entire sales team drives electric vehicles. This allows us to actively reduce CO₂ emissions on business trips and take a clear stand for climate-friendly mobility.



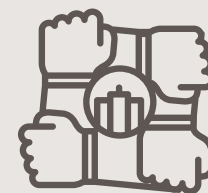
SUPPORTING THE LOCAL ECONOMY

By creating qualified jobs in the region, we contribute to economic stability and social cohesion.



LOCAL EMPLOYMENT

Most of our employees live in close proximity to our manufactory. Many walk or cycle to work – a choice that not only benefits the environment but also enhances quality of life in the local community.



SUSTAINABLE COMPANY CULTURE

Our teams receive regular training on environmentally conscious practices and are actively involved in sustainable business processes – from saving resources in everyday operations to helping shape environmental initiatives, even participating in the harvest of our rose-based ingredients.



SALES NETWORK & PROFESSIONAL PARTNERS

Sustainability knows no borders – together with our international sales network and professional partners in the premium segment, we are committed to long-term relationships, ethical growth, and responsible consumption.

Long-term, value-based partnerships:

Our distribution partners in Germany, Saudi Arabia, Canada, Lithuania, Hungary, and the Netherlands share our values: quality, transparency, and ecological responsibility form the foundation of our collaboration.

Promoting sustainable treatments & product ranges:

In national and international specialist businesses – including hotels, day spas, pharmacies, cosmetic institutes, and perfumeries – we partner with professionals who prioritize nature-based active skincare and mindful treatments.

Knowledge transfer & training:

Through targeted training programs, we foster a shared understanding of sustainable skincare, environmentally friendly product use, and responsible customer communication.

Resource-conscious marketing:

We support our partners in transitioning to sustainable POS materials and digital sales/marketing tools, working together to reduce packaging waste.

Strengthening local markets & conscious consumption:

Instead of mass marketing, we focus on selective distribution channels that offer genuine added value – rooted in local markets, with an emphasis on quality over quantity.

ACTIVE INGREDIENTS

Our garden, with over 600 organic Damask rose bushes, is the source of our aspiration to give something back to nature. Each plant is a gift, reminding us to treat our resources, ourselves. and our planet with care and respect.

The garden provides us with a rich supply of precious ingredients for the skin, and forms the foundation, at VINOBLE COSMETICS, of a natural line of cosmetics that embrace the beauty of nature.



OPC:
20 TIMES STRONGER THAN VITAMIN C



GRAPE STEM CELLS:
NATURAL SUN PROTECTION



GRAPE STEM CELLS FROM MERLOT
AND CABERNET SAUVIGNON:
MOISTURE RETAINING

RESVERATROL:
NATURAL BOTOX



GRAPE SEED OIL:
REGENERATING



DAMASK ROSE STEM CELLS AND HYDROLATES:
ANTI-AGEING MIRACLE



PALE ROSE STEM CELLS:
POWER SKIN CELLS



STEM CELLS OF WHITE PEONY:
SOS SKIN RELAXANT



GINGER MINT EXTRACT:
COOLING AND CALMING

PLANT HYDROLATES:
FRAGRANCES



MOLECULAR COSMETICS

SCIENCE IN THE SERVICE OF SUSTAINABILITY

With our pure line, VINOBLE COSMETICS sets a clear standard for sustainable innovation in skincare. By combining molecular cosmetics with the scientific principles of longevity, we go beyond aesthetic beauty – focusing on long-term skin health, prevention, and conscious consumption.

Instead of chasing quick fixes or surface-level results, molecular cosmetics target cellular repair and skin regeneration. Ultra-pure active ingredients such as resveratrol, vitisin, and plant-based stem cells from grapevines and Damask roses work deep within the skin's biological processes to reduce oxidative stress, inflammation, and premature cell ageing. The result is an extended lifespan for skin cells – a core principle of longevity science.

For us, sustainability also means protecting the skin's natural resources. Our skincare concepts are guided by prevention rather than correction – a principle that not only helps delay the visible signs of ageing but also reduces long-term product consumption and conserves raw materials.

What's more, our pure line is built around a minimal number of highly effective ingredients: scientifically validated and processed with maximum environmental care.

By relying on proven actives that support cellular health, we actively contribute to a more mindful, sustainable approach to skincare – in line with our core philosophy: Long-lasting beauty begins deep within the cell and is powered by the strength of nature.





SUSTAINABLE PRODUCT RANGE

Our streamlined, unisex product range is designed to meet the needs of all skin types and concerns.

- VINOBLE COSMETICS products nourish the skin while protecting it from premature, environmentally induced ageing – powered by potent active ingredients derived from the grape
- Visible results, fast – thanks to high concentrations of active ingredients
- A curated range of 61 bestselling face and body products





OUR TREATMENT CONCEPT

Traditional European Medicine (TEM) is the term used to describe the system of medicine that has been practised in Europe since time immemorial. TEM is a holistic system of healing which not only takes the physical level into consideration, it also focuses on the psychological level and the entire energy system.

At VINOBLE COSMETICS, we are convinced that the most effective approach is European – or let's call it "home-grown". For this reason, we have developed treatment methods inspired by TEM. A significant component of this is vinotherapy. Modern vinotherapy is based on a tradition in which the grapevine and its by-products are used for their therapeutic powers. The tradition is many thousands of years old. This treatment concept can be traced back to Greek and traditional European medicine. At VINOBLE COSMETICS, we teamed up with an interdisciplinary group of experts to rediscover the wisdom of those times and reinterpret them in line with current knowledge in the field of medicine.



A unique set of treatments was the result, centred around the high concentration of active ingredients contained in grapes. In addition, we also focus on the need to detoxify and purify, to unwind and regain energy, to find oneself again. Every treatment begins or ends with a VINOBLE COSMETICS ritual, specially designed for this purpose.

An important part of TEM today is prevention. What can I do to stay healthy? What can I do to feel energized, fit and well? Healthy eating, sufficient liquid intake and exercise are important elements of prevention as well as the use of valuable oils and medicinal plants which transfer their goodness in the form of massage, masks, wraps and baths. The emphasis is on prevention to avoid becoming ill. Antioxidants strengthen the immune system and therefore play an important role.

VINOBLE COSMETICS uses grape seed husks for this purpose. Rose blossoms are used both for beauty and healing. The fine petals are ground into a powder. The same is the case for lavender as a plant with healing properties. Grape seed oil is another important component. In a unique procedure, the grape seed oil is enhanced with medicinal plants and applied to the skin as part of our massage treatments. In order to achieve the holistic aspect, face masks, concentrates, serums and creams all contain antioxidants and modern active ingredients.

OUR AWARDS

2009

HEALTH AND SPA AWARD

„VINOBLE Balance Massage“
recognised as the best body treatment.

2017

SPA DIAMOND AWARD

For „VINOBLE Vinotherapy“, a unique treatment concept
derived from Traditional European Medicine (TEM)

2020

DESTINATION DELUXE AWARD

Ranked third in the world's best sun care products.
Nominated as „Anti-Ageing Skincare Brand of the Year“



2015

SPA DIAMOND AWARD

For the 90-minute facial treatment based on grape
stem cells and vine leaf extract.

2019

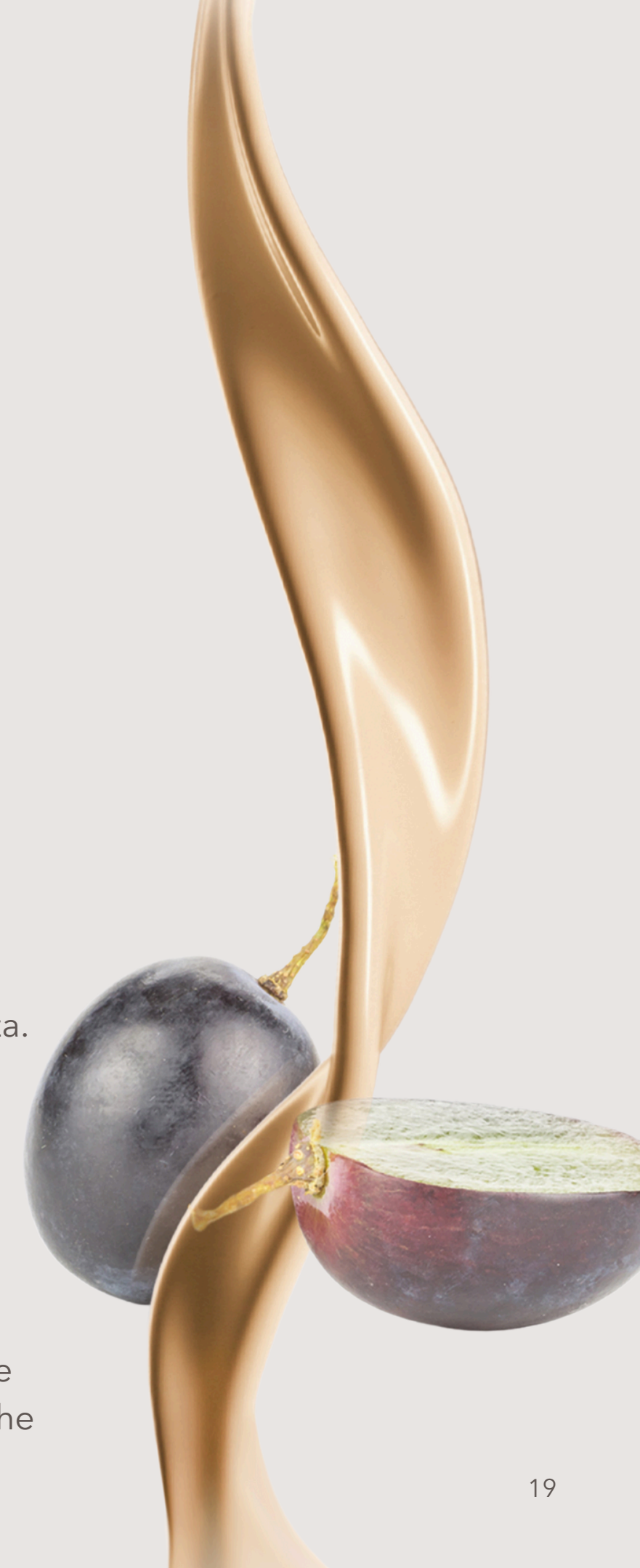
DESTINATION DELUXE AWARD

Recognised as one of the top three „Spa Skincare
Brands of the Year“ alongside ESPA und Omorovicza.

2023

BSB INNOVATION AWARD

The firming & eye concentrate from the VINOBLE
COSMETICS pure line was awarded first place as the
„Most Innovative Packaging“, and second place as the
„Most Innovative Natural Product“.



HEART-TOUCHING PROJECTS

We are deeply committed to supporting where help is most urgently needed.



SUPPORTING SKIN CANCER RESEARCH IN PREGNANCY

Under the leadership of CEO Luise Köfer, VINOBLE COSMETICS took part in a charitable initiative to support scientific research into skin cancer during pregnancy. The study, led by Univ.-Prof. Dr. Erika Richtig, aimed to comprehensively analyze malignant melanoma – the most common form of cancer during pregnancy.

The focus was on exploring new treatment approaches and addressing key medical questions: Does pregnancy promote the development or growth of melanoma? The research provided valuable insights for the medical care of affected women, making a meaningful contribution to women's health.



INTERNATIONAL WOMEN'S DAY DONATION CAMPAIGN

With our annual donation campaign for International Women's Day, we support impactful projects that aim to improve the lives of women around the world. A portion of every online purchase is donated to Soroptimist International – a global organization working to empower and advocate for women.

Together, we work toward improving the lives of women and strengthening their rights.



[connect to nature.
share skin happiness.]

The connection to nature is the key
to happy skin

[reconnect to yourself.
stay healthy.]

The connection to ourself is fundamental
for a healthy lifestyle.



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