



## True Stories

# CBD oils, the perfect companion for a balanced lifestyle: meet Alpinols



### **Roland Meter, CEO of Swiss Organic Partners AG**

*I like to compare hemp with wine. Good cultivation, care and passion can be tasted, recognised by the pure colour and the full strength can be perceived by the smell. It is our mission to make high-quality, Swiss-made CBD accessible to everyone. For a balanced, stress-free and healthy lifestyle.*

*I'd the privilege of working in the agricultural industry before starting my journey as CEO of Swiss Organic Partners AG.*

*My passion for organic practices and sustainable agriculture drives me, and outside of work I can often be found in the great outdoors pursuing my hobbies of hiking and immersing myself in the beauty of nature.*

### **NATRUE: How and when was Alpinols founded?**

Roland Meuter: Our company, which sells high-quality hemp products, was founded in 2019 out of a passion and conviction to harness the many benefits of hemp in skincare. The founders had a shared vision to develop natural and sustainable products that promote well-being as well as health.

At ALPINOLS, we believe in the power of nature and put our full trust in the hemp plant. Hemp has been used as a medicinal plant for many centuries to support health and well-being naturally. For this reason, we believe that CBD oils are the perfect companion for a balanced and healthy lifestyle.

### **NATRUE: Let's start from the beginning: What is CBD oil? What is it used for in cosmetics?**

Roland Meuter: CBD, also known as cannabidiol, is one of many cannabinoids found in the hemp plant. The hemp plants are harvested by hand and extracted using CO2 extraction, the gentlest process for hemp plants, with the CO2 being recycled. This method, also known as supercritical carbon dioxide extraction, is used to extract various substances, including oils, flavors, and other compounds from plant materials. The process involves using carbon dioxide (CO2) in a supercritical state, which means it is at a temperature and pressure above its critical point where it exhibits properties of both a liquid and a gas. In this state, CO2 acts as a solvent effectively dissolving and extracting desired compounds from the plant material.

This way we obtain a pure CBD extract of the highest quality. The extract obtained can then be combined with one or more high-quality carrier oils.

In the cosmetics industry, CBD oil is becoming increasingly popular due to its potential health benefits and versatility. Here are some of the main reasons CBD oil is used in cosmetic products:

1. Skin care: CBD oil has anti-inflammatory and soothing properties that can help with various skin problems. It can help soothe the skin and relieve irritation, which can make it useful for people with sensitive skin or skin conditions such as eczema or rosacea.
2. Anti-ageing: CBD oil is rich in antioxidants. Called free radical scavengers, they help fight free radicals and protect the skin from damage caused by environmental stressors. It can also help promote healthy skin elasticity and reduce the appearance of fine lines and wrinkles.

3. Acne treatment: Due to its anti-inflammatory properties, CBD oil can help treat acne. It can help regulate sebum production, reduce inflammation and improve skin texture.

**NATRUE: How many products do you currently have on the market? I saw that you also have products for pets...**

Roland Meuter: We currently have 25 products in our range and others that are still in the development phase. Besides the CBD oils and our Skin Care lines, we also have CBD oil for cats and dogs, which has a very positive effect on the pet's state of mind.

**NATRUE: What does "organic hemp cultivation" mean? What is the process of manufacturing your products?**

Roland Meuter: Our mission at ALPINOLS is to make high quality hemp products accessible to everyone. Our hemp plants grow in natural soil that we have been farming organically for more than 25 years. Thus, they do not contain any residues of pesticides. Where our plants grow was a huge glacier rose hundreds of years ago, leaving behind a rich soil with important minerals and trace elements. Plants that thrive in this fertile soil are particularly valuable for our health.

**NATRUE: Why did you choose NATRUE?**

Roland Meuter: Because NATRUE is an internationally recognised and independent certification organisation for natural and organic cosmetics. The label and logo are well known and reflects our manufacturing methods and product quality. It underlines our transparency, clarity, sustainability and our use of natural ingredients.



For more information about Alpinols, visit [www.alpinols.com](http://www.alpinols.com)