



True Stories

Blending nature's wisdom with modern science: meet Alteya organics

Daniel Kolev, co-founder & managing partner of Alteya organics

As one of Alteya's co-founders and with over two decades of experience in the industry, I focus on our North American and Asian markets. I work closely with our internal teams, as well as suppliers, partners, and regulators, to bring the highest quality, clean, and sustainable beauty products to customers. I am passionate about combining traditional botanical ingredients (such as Alteya's organic Bulgarian rose) with modern science to create skincare that truly delivers results.

Outside of work, I enjoy spending time outdoors with my families, and also playing tennis, skiing, and traveling. I also like keeping up with emerging trends in wellness, learning about innovation in the beauty space, and connecting with fellow entrepreneurs who share a passion for clean and responsible business.



NATRUE: Alteya Organics has a fascinating family story. Could you share with us how the brand came to life and the meaning behind the name "Alteya"?

Daniel: Alteya was born from our family's deep connection to Bulgarian rose farming and natural skincare traditions that go back several generations. For decades, our family and relatives have been involved with cultivating roses in the heart of Bulgaria's Rose Valley, and working with the precious Bulgarian Rose. Over time, this passion grew into a desire to share these pure, high-quality botanicals with the world.

The name "Alteya" is based on an ancient goddess of beauty, healing, and health. It reflects our philosophy of combining nature's wisdom with modern science to create gentle, effective, and truly organic products.

What started as a small family dream has grown into a global brand, but our roots, values, and commitment to quality remain the same.

NATRUE: Alteya grows its own roses and plants. How does having such direct control over your raw materials influence the quality and character of your products?

Daniel: Our approach is based on a fully closed production cycle, starting in our own rose fields and ending with the finished product consumers get. We grow and harvest our *Rosa Damascena* roses, distill them ourselves, and produce rose water and rose oil as finished products in their pure form.

At the same time, these same raw materials become the foundation of our skincare formulations, which are developed and produced in-house. This direct connection between cultivation, distillation, and formulation allows us to maintain exceptional quality, freshness, and traceability, while preserving the natural character of each ingredient. For us, control is not about scale - it is about responsibility and respect for every stage of the process.

NATRUE: Your skincare range is deeply linked to the Bulgarian Rose Valley. What makes the roses from this region so special?

Daniel: The Bulgarian Rose Valley offers a rare combination of climate, soil, and centuries-old expertise in rose cultivation. These conditions produce roses with an exceptionally rich aromatic profile and outstanding cosmetic properties.



Our roses are hand-picked and distilled shortly after harvest to preserve their natural composition. The resulting rose water and rose oil are not only valued for their iconic scent, but also for their balancing, soothing, and revitalising qualities - making them essential ingredients both as standalone products and within our skincare formulations.

NATRUE: How does holding a NATRUE certification reflect Alteya Organics' values and commitment to natural and organic skincare?

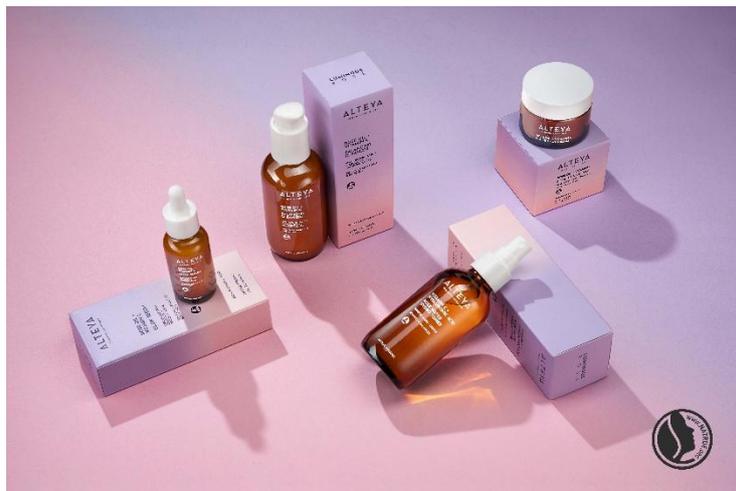
Daniel: NATRUE certification reflects how we have always worked. From the very beginning, our goal has been to create products that are genuinely natural and organic, with full transparency and no compromises.

The certification confirms that our closed-cycle approach, ingredient choices, and production methods meet the highest independent standards. In a market where natural claims can be unclear, NATRUE provides reassurance that our products are exactly what they claim to be.

NATRUE: Looking ahead, what are Alteya Organics' ambitions in terms of product innovation, sustainability, and reaching new markets globally?

Daniel: Looking forward, our focus remains on meaningful innovation, developing products that respect nature while building on our expertise in roses and aromatic plants. Sustainability continues to guide our decisions, from responsible farming to thoughtful packaging choices.

We also see strong potential in expanding into new international markets, sharing the story of Bulgarian rose-based skincare and our closed-cycle philosophy with consumers who value authenticity, quality, and certified natural cosmetics.



For more information about Alteya organics,
visit www.alteyaorganics.eu