



True Stories

From the heath of the pine to your skin: meet PinusVital Naturkosmetik

Katharina Wilms, Managing Director of PinusVital Naturkosmetik

As a child, my parents' business was like a giant playground to me. The scrap wood left over from production was perfect for building little huts after school. During summer jobs, I worked alongside my father and saw firsthand that, as a leader, you can offer others a sense of purpose and security. I also learnt that it's possible to bring ideas to life through teamwork and courage. It became clear to me that I wanted to take over the business one day, so I studied business administration.

In my free time I love to travel, enjoy being outdoors, and find peace and relaxation while hiking. Since animals are very close to my heart, I volunteer at our local animal shelter.



NATRUE: How did PinusVital start, and what inspired the creation of the brand?

Katharina: The possibility that certain types of wood might have antibacterial properties had already become apparent in the 1970s through using wood shavings from our woodworking processes in livestock farming. This fact never left my father's mind, and he was determined to get to the bottom of the phenomenon. In 1996, we began with basic research into the health-promoting properties of pine heartwood. However, at that time, none of us could have imagined just how extensive these positive properties really are! These properties only became apparent through numerous studies and, above all, thanks to creative and courageous early adopters. And we, too, are still learning something new every day!

Whether in the form of solid wood, wood chips, or extract, pine heartwood is impressive in every way! Given the exceptional properties of the extract, we began focusing in 2006 on developing skin-soothing natural cosmetics, and we continue to research additional applications for creating a naturally healthy living environment.

NATRUE: What is the philosophy behind PinusVital?

Katharina: We know wood inside and out, since our original core business is wood processing. To produce our pine heartwood extract and natural cosmetics in general, we had to learn a lot and bring in experts. Along the way, there were plenty of ups and downs that we managed to overcome. Not all product ideas made it into our permanent lineup, but our strategic focus on natural cosmetics was exactly the right move, because that's where our 100% natural pine extract is best suited.

Our goal is to make the power of the pine tree's heartwood accessible to people in a simple way. After all, wood embodies the power of survival, and we believe we should harness that power!

NATRUE: What makes PinusVital's pine heartwood a special ingredient? What benefits can consumers expect?

Katharina: PinusVital products contain the soothing properties of ingredients sourced from the heart of the pine tree. These ingredients make a lasting contribution to supporting the skin's regeneration and maintaining its balance. The skin-soothing effects of pine heartwood extract have been scientifically confirmed by the University of Greifswald, among others:

- Strengthens the skin's protective barrier
- Reduces redness and tightness
- Improves skin hydration



Its skin compatibility has been rated “very good” by the dermatest Institute!

NATRUE: PinusVital is NATRUE-certified. What does this certification mean for the brand, and why is it important for consumers looking for truly natural cosmetics?

Katharina: From the very beginning, it was important to us to adhere to the strict guidelines for natural cosmetics when developing our products. Our goal has always been to be officially certified as such. And together with NATRUE, we’ve achieved that! We chose NATRUE because the label is recognized both nationally and internationally, but above all, it is trusted by customers. Those who value natural ingredients, gentle formulations, and sustainability should choose natural cosmetics and genuine certifications.

NATRUE: How do you see consumer demand for natural and sustainable skincare evolving, and how does PinusVital meet the expectations of today’s conscious customers?

Katharina: In our daily interactions with customers, we’ve noticed that effectiveness, transparency, and environmental responsibility are becoming increasingly important factors when choosing a cosmetic product. Many people are paying closer attention to formulas that are as natural as possible. We get the impression that many are trying to restore their skin’s balance first and foremost with the power of nature. That is why we support our key active ingredient, pine heartwood extract, with additional natural, skin-soothing ingredients to provide the best possible support for the skin - in keeping with our motto: *From the heart of the pine, for the protection of the skin!*



For more information about PinusVital Naturkosmetik,
visit www.pinusvital.de