



True Stories

Natural skincare inspired by science and the bond between parent and child: meet Peace of Alm

Tomas Plihal, Founder of Peace of Alm

My name is Tomas Plihal, and I graduated from the University of Chemistry and Technology in Prague. For over 15 years, my entire professional life has revolved around cosmetics, gaining experience across different areas of product development and manufacturing. I started my career as a production technologist and later spent many years developing custom cosmetic formulations.

This extensive experience eventually led me to find my own natural cosmetics brand, Peace of Alm, which represented a new creative impulse in my career. Through this venture, I combine my scientific background with my commitment to developing high-quality natural cosmetic products. In my free time, I love spending time outdoors in nature, whether I'm cycling or doing orienteering, and I also enjoy playing chess.



NATRUE: Could you tell us the story behind Peace of Alm and what inspired you to create the brand?

Tomas: The story of *Peace of Alm* is deeply personal. I launched the project as a new impulse about six months before my daughter was born, with a clear vision: to create exceptionally gentle, natural skincare formulated primarily for babies and toddlers aged 0 to 3.

Although the development phase took a bit longer than I had originally planned, the timing turned out to be perfect. Shortly after she was born, my little daughter became my ultimate quality control reference and my strict benchmark. As both a cosmetics developer and a father, I wanted nothing but the absolute best, more appropriate and safest products for her.

NATRUE: What does natural and organic beauty mean to you personally, and how is this reflected in your products?

Tomas: For me, natural living is a core value that extends far beyond cosmetics. While my early career involved developing conventional products, since 2018 I have been fully dedicated and specialized in natural formulations.

Anyone who truly understands cosmetics development knows that working with natural ingredients is both a joy and a challenge. In *Peace of Alm*, this is reflected in our uncompromising approach: we do not take shortcuts. We combine my scientific background with the purest ingredients to create products that are safe even for the most sensitive baby skin.

NATRUE: Are there any particular ingredients or formulations that best represent the philosophy of Peace of Alm?

Tomas: As a cosmetic chemist, you might expect me to name a complex active ingredient or a high-tech extract. Instead, I would choose something beautifully non-technical: our signature natural fragrance. Scent is a powerful element in the emotional bond between parents and babies and, most importantly, my daughter absolutely loves it.



NATRUE

International Natural & Organic
Cosmetics Association

NATRUE: Peace of Alm carries the NATRUE certification. Why was obtaining a trusted natural cosmetics certification important for your brand?

Tomas: For us, the NATRUE label is the ultimate guarantee. Its widespread international recognition and strong reputation among consumers provide immediate trust. By aligning our brand with NATRUE's strict standards, we give our customers clear, uncompromising information from the very first glance: this brand is genuinely natural, and it is fully transparent.

NATRUE: Your brand combines skincare with a sense of wellbeing and mindfulness. Why do you think this connection is becoming so important in modern beauty routines?

Tomas: In the baby care segment, this connection is an absolute necessity. The moments spent caring for a baby's skin naturally build a profound bond between parent and child – a space of total trust and intimacy. This emotional dimension must be fully reflected in how care is delivered. It is not just about applying a product; it is a mindful ritual of closeness and safety.



For more information about Peace of Alm,
visit www.peaceofalm.cz