NATRUE
International Natural & Organic Cosmetics Association

True Stories

A family legacy in natural cosmetics and foot care: meet peclavus

Simeon Ruck, managing director of HELLMUT RUCK GmbH



My name is Simeon Ruck. I am the managing director of HELLMUT RUCK GmbH, a family-run business based in Neuenbürg in the northern Black Forest, which has been dedicated to foot health and professional care for generations. As a partner for podiatry, foot health, cosmetics, wellness and spa services, we provide a comprehensive product range, practice equipment and solutions for the daily work life of professional practitioners.

An important part of our portfolio is the natural cosmetics brand peclavus, which my grandfather established yet in 1962. Besides being distributed through professional practitioners, the products are also available in our own B2C online shop.

I grew up conveniently with peclavus: even as a child, I helped with bottling the very first products. The further development of the brand is therefore especially close to my heart. With NATRUE, I aim to combine my grandfather's original vision with the requirements of modern, effective and responsibly developed natural care.

NATRUE: peclavus has a long family history. How did the brand begin, and what is the story behind its name?

Simeon: The history of peclavus is closely linked to our family history. My grandfather, Hellmut Ruck senior, was a pioneer in podiatry. As early as 1962, he had the vision to develop care products that combined natural ingredients with high efficacy.

It all began with a foot bath concentrate. I still remember well how the first peclavus products were bottled in the cellar of our family home. As a child, I helped out there myself and earned a bit of extra pocket money so that I could supplement my pocket money.

The brand name also reflects our roots: peclavus is derived from the Latin terms 'pes' for foot and 'clavus' for nail or corn. It so symbolizes our original focus on professional foot and nail care.

What proceeded back then with a foot bath concentrate has, over the decades, developed into a versatile natural cosmetics brand. Today, the peclavus product range comprises 147 formulations and eight product ranges for professional foot, hand, body and nail care. What has stayed the same is our commitment to combining natural ingredients with highly effective care – with products that are specifically tailored to the skin's needs and prove their worth in everyday professional practice.

NATRUE: your expertise is rooted in professional podiatry. How does this specialist knowledge influence your approach to skincare and product development?

Simeon: Our roots are located in professional podiatry. This gives us a highly practical understanding of the skin's needs. Close collaboration with specialists in podiatry and foot health shows us just how varied these requirements can be – from dry and sensitive skin right through to especially specialized care needs.

These insights form an important basis for our product development. In close consultation with the RUCK Academy, our formulations are tested under real-world conditions at the School of Podiatry and are continuously refined. With this process, we rely on carefully selected natural ingredients and formulations that are pragmatically balanced. Our aim is to specifically support the skin's natural functions and its regenerative processes, yet achieve a high level of skincare efficacy and good tolerability.

For us, the combination of nature, specialist knowledge and practical experience is crucial. This is where peclavus's especially strong point lies: natural care that meets the high standards of professional skincare.

NATRUE: In autumn 2026, you introduced a comprehensive redesign of your foot care ranges. What inspired this relaunch, and what has changed?

Simeon: Following the relaunch of the wellness, hand and gentleman ranges, we also comprehensively revamped our foot care ranges in autumn 2026. So that all eight product ranges now feature a consistent, modern look, our aim was to strengthen the brand identity yet make it easier to navigate the product range.

The new packaging design combines a clear colour and symbol scheme with easy-to-understand product information. Additional guidance on skin type and care needs enables professional users to select suitable products quickly and precisely.

However, the relaunch goes far beyond the visual redesign. Further-developed formulations and innovative textures, including new foot foams and serums, expand the possibilities for professional skincare tailored to individual needs. Yet we have made our packaging more resource-efficient: Thanks to thinner tube walls and doing away with the soft-touch coating, we are saving around 2.5 tonnes of packaging material over the entire product life cycle.

The relaunch so that it combines three key principles of our brand: effective skincare, clear and high-quality product presentation, and the responsible use of resources.



NATRUE: peclavus has been NATRUE certified since 2012. What motivated you to pursue certification, and what does the NATRUE Label mean to your brand?

Simeon: For me, the NATRUE certification in 2012 ranks among the most important milestones in peclavus's history. We wanted not only to articulate our commitment to genuine natural care, but also to substantiate it

thanks to independent certification. After all, transparency and credibility are especially important in a market where the term ‘natural care’ is not uniformly defined by law.

The journey to achieve this was a real challenge. We scrutinised our formulations closely and had to revise some of them to meet the strict requirements of the NATRUE standard. With you, we especially wanted to preserve the products’ proven skincare properties. I still remember well how much time and development work we had to put into some formulations before we were satisfied with the result.

Today, the NATRUE label provides consumers with a reliable guide. You can be confident that certified peclavus products meet strict requirements regarding ingredients – such as the exclusion of microplastics, silicones and artificial fragrances.

NATRUE: Sustainability and social responsibility are increasingly important in the cosmetics industry. How does peclavus put these values into practice?

Simeon: For me, sustainability means, above all, thinking long-term and taking responsibility for one’s own decisions. As a family business, this attitude is firmly rooted in our identity and also shapes the development of peclavus.

We proceed by selecting our raw materials, which come predominantly from Germany and Austria. We work with partners who meet high environmental and social standards. Short transport routes are just as important as fair working conditions and the quality of the ingredients. We are constantly refining our formulations and, when it comes to our packaging, we focus on using as little material as possible and on solutions that are suitable for recycling. For me, these are important steps towards combining natural skincare with the responsible use of resources.

Social responsibility also plays an important role for us. That is why, through peclavus, we support the ‘Fitte Füße’ (Fit Feet) health programme run by Special Olympics Baden-Württemberg, which provides people with intellectual disabilities with free foot examinations and personalised advice on foot health. Furthermore, as a family-run business, we are committed to renewable energy, for example thanks to our solar panel system and our consultation with the green energy provider Polarstern.

At peclavus, sustainability is reflected in a wide range of concrete actions. Through our website, blog and social media, we provide insights into our commitment and demonstrate how we are incorporating our sustainability goals step by step.



For more information about peclavus,
visit www.peclavus.de

(peclavus is a brand of HELLMUT RUCK GmbH)