



RETTERSPITZ GMBH & CO. KG, MANUFACTURER OF NATURAL REMEDIES AND MEDICAL PRODUCTS

Proven products with a modern brand design

RETTERSPITZ CELEBRATES ITS 120TH ANNIVERSARY

Nuremberg, September 2021 – One of Germany’s oldest pharmacy brands celebrates 120 years of existence. To celebrate its anniversary in 2022, *Retterspitz* is now making a splash with several new features: its first store has been opened, it has launched its own fragrance range – and more and more moving pictures are being used in communication.

Without a doubt, the most major anniversary update is the fact that *Retterspitz* has opened its own store for the first time in its 120-year history. Since summer 2021, customers have been able to experience *Retterspitz*’s varied product range in a flagship store that has been elaborately designed with loving attention to detail in Augustinerhof, in the heart of Nuremberg.

“It’s unusual for a medium-sized company like ours to be able to realise development and production completely in-house,” says Markus Valet, Managing Director and co-owner of *Retterspitz*: “When they visit our store, we want our customers to share in our holistic philosophy and get to know the *Retterspitz* brand up close.”

A SIGNATURE FRAGRANCE AND “MOVING” PICTURES

A signature brand fragrance, developed by top perfumer Geza Schön, has recently been launched: *Retterspitz JUNIPER* is a strong unisex fragrance experience that combines the relaxing and pleasantly invigorating character of *Retterspitz* products for healing, caring and wellbeing.

Alongside the opening of the first ever flagship store and the launch of the *JUNIPER* fragrance, the *Retterspitz* brand imagery has also been refined; what’s more, customers will in future be able to experience products in moving pictures and film sequences.

Despite these developments, the company’s values remain unaltered, emphasises Florian Valet, Head of Development as well as Managing Director and co-owner: “Our company today places its faith – as it always has – in the effectiveness and tolerability of pure essential oils, medicinal plant compounds and classic healing techniques.”

For 120 years now, *Retterspitz* has focused on healing, caring and wellbeing. In addition to the classics, the liquid for external use “*Retterspitz Äußerlich*“ and the liquid for oral use “*Retterspitz Innerlich*“, these include medical cosmetics and body care as well as wellness products and products for a cosy home, such as the scented candle or the room fragrance.

A BRAND STEEPED IN TRADITION AND INNOVATION

Retterspitz combines traditional healing knowledge according to modern standards with the latest scientific research. The quality of the raw materials is an important criterion. This is joined by the production standards that must be observed in medicine manufacture, including hygiene measures implemented during the manufacturing process, employee training and regular machine maintenance.



Compliance with applicable standards and laws is assessed annually by external auditors. *Retterspitz* manufactures its products in accordance with GMP guidelines, the standards outlined in the medical device directives and GMP for cosmetics. All *Retterspitz* products are available from pharmacies without prescription. All products that are not pharmacy exclusives can be ordered directly from *Retterspitz GmbH & Co. KG* through the online shop – or purchased from the new flagship store in Nuremberg.

ABOUT RETTERSPLITZ GMBH & CO. KG

Retterspitz GmbH & Co. KG is a family company that produces and sells natural remedies, medical products, personal care products and medical skincare products for the body and face. All products are marketed under the name *Retterspitz* and divided into the categories “remedies”, “wraps”, “care”, “medical cosmetics”, “wellbeing” and “fragrances”. *Retterspitz*, one of the oldest pharmacy brands in Germany, has developed from traditional household remedies to reliable contemporary remedies for everyday life – all combining traditional healing with the latest scientific research. The effectiveness and tolerability of natural ingredients and tried-and-tested additives is always the number one priority. The company is headquartered in Behringersdorf, near Nuremberg. *Retterspitz GmbH & Co. KG* is a family business now run by the fourth generation: Markus Valet, Head of Administration, and Florian Valet, Head of Development. Today, more than 70 people – including regular freelancers – work for the company. Sound values are at the core of what they do and say both internally and externally. “Cult status is achieved through passion,” say both owners, very much in the spirit of the much-quoted phrase: “Tradition means preserving the embers, not the ashes.”

Further and more detailed information can be found at www.retterspitz.de

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