

WHERTEIMAR Brings Its Swiss Luxury Skincare to Malaysia

Swiss luxury skincare arrives in Malaysia

By: **Nadia Ahmad** / October 30, 2025



Beauty lovers in Malaysia can now indulge in the essence of natural luxury with the arrival of WHERTEIMAR, a prestigious Swiss skincare brand known for its elegant blend of science and nature.

Inspired by the purity of Swiss glacial waters and the art of hydrotherapy, WHERTEIMAR presents a sophisticated skincare collection made with carefully selected natural actives. The range is celebrated for its dedication to sustainability, efficacy, and indulgent sensorial experience.

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Inspired by Nature, Perfected by Science



The name WHERTEIMAR takes inspiration from the scenic town of Wertheim, located where the Tauber and Main rivers meet in Baden-Württemberg, Germany. Although German in origin, the brand draws inspiration from the natural abundance of nearby Swiss glaciers, whose melting waters feed the Rhine River and nourish the surrounding landscapes celebrated for their biodiversity and beauty.

WHERTEIMAR's formulations are inspired by the rich biodiversity of nearby forests, herbs, flowers, and fruits, crafted with deep respect for nature and the environment. In its laboratories, the brand captures the mineral-rich essence of these landscapes to develop skincare that provides a perfect harmony of luxury, purity, and performance.

Joachim Pinar, President of WHERTEIMAR Swiss Trade Mark, shared:

"There is a growing appreciation in Malaysia for organic, effective and luxurious skincare, and we believe there is no better time than now to introduce our Swiss heritage and natural formulations to discerning Malaysian consumers. At WHERTEIMAR, our mission is to make luxury skincare accessible to everyday users. We also welcome potential partners and collaborators who share our vision and beauty standards to work with us in bringing this skincare range to more people in the coming year."

Beauty Rooted in Safety and Sustainability



WHERTEIMAR meticulously formulates its products to uphold the highest standards of safety, efficacy, and environmental responsibility. Each formula is free from mineral oils, lanolin, parabens, sodium lauryl sulphate, PABA (para-aminobenzoic acid), formaldehyde, and artificial colourants.

The brand presents every product in recyclable packaging, showcasing its commitment to sustainability at every stage, from formulation to finish.

Joachim also added:

"Malaysia's tropical climate presents unique skincare challenges, from high humidity to prolonged sun exposure. WHERTEIMAR's formulations are designed to be lightweight, non-greasy and deeply hydrating, making them especially suitable for the Malaysian environment and skin types. Our range helps restore balance, protect against environmental stressors and maintain healthy, radiant skin all year round."

Discover WHERTEIMAR's Signature Skincare Collections

Malaysians can now experience WHERTEIMAR's four signature skincare collections, featuring both timeless favourites and the brand's latest global innovations. The luxurious range includes Hyaluron Éclat Superbe, Platinum Signature, Les Délicats Premium (Black Rose), and Luxury Caviar. Each collection targets different skincare needs and delivers remarkable results through carefully crafted formulations.

For more information about WHERTEIMAR Malaysia, visit the official [website](#).