

STYLE | BEAUTY

## Wherteimar arrives in Malaysia with nature-powered luxury skincare

By Aina Nur Sarah | Oct 21, 2025



**COVER** Wherteimar's origins are tied to the rich, biodiverse landscapes surrounding the Swiss glaciers

**Wherteimar brings its clean, eco-conscious and clinically effective skincare formulas to Malaysian spas and beauty enthusiasts**

**W**herteimar, the prestigious Swiss beauty range rooted in natural luxury, has officially arrived in Malaysia. The brand brings with it a refined fusion of science, nature and high-performance skincare. Inspired by the purity of Swiss glacial waters and guided by the principles of hydrotherapy, Wherteimar crafts luxurious formulas using carefully selected natural active ingredients. From the rich, biodiverse landscapes surrounding the Swiss glaciers, the brand's ingredients are carefully selected to ensure the highest quality and efficacy.

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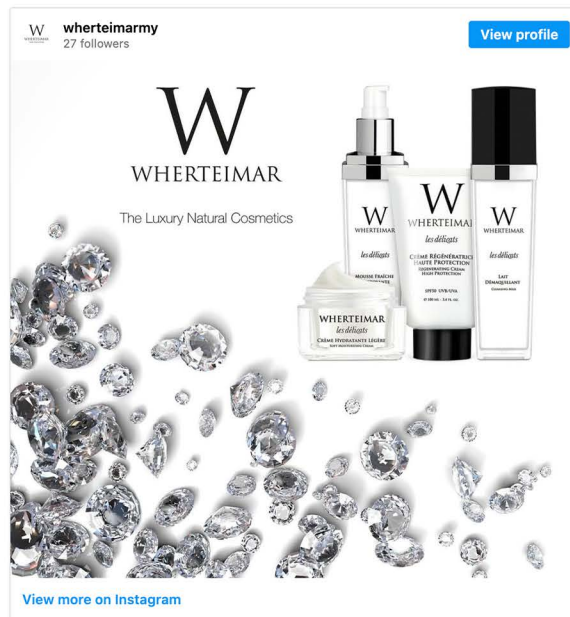
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ingredients. Each product is designed to deliver visible results while offering a sensorial experience that embodies elegance and purity.

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The brand's origins are tied to the rich, biodiverse landscapes surrounding the Swiss glaciers, where mineral-rich waters and botanical ingredients inspire its formulations. Wherteimar's laboratories draw from forests, herbs, flowers and fruits to create skincare that captures the perfect balance of luxury, efficacy and environmental responsibility. "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," shares Joachim Pinar, President of Wherteimar Swiss Trade Mark.



True to its clean beauty philosophy, Wherteimar products are free from mineral oils, lanolin, parabens, sodium lauryl sulphate, formaldehyde, PABA and artificial colouring. Many active ingredients are Ecocert-certified, and the products are housed in recyclable containers, underscoring the brand's commitment to sustainability from formulation to finish. Beyond purity, performance is key—each formula is created to meet the highest standards of safety, efficacy and sensorial pleasure.

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Recognising the unique skincare challenges posed by Malaysia's tropical climate, such as humidity and sun exposure, Wherteimar has ensured its products are lightweight, non-greasy and deeply hydrating. "Our range helps restore balance,

protect against environmental stressors and maintain healthy, radiant skin all year round," says Joachim, emphasising the brand's suitability for Malaysian skin types and lifestyles.



**ABOVE** The Les D'élégants Premium Collection & Hyaluron Éclat Superbe Collection



**ABOVE** Wherteimar's Luxury Caviar Collection

Wherteimar carries four signature collections that are each tailored to specific skin concerns. The Hyaluron Éclat Superbe range delivers intense hydration and anti-ageing benefits, while the Platinum Signature collection focuses on lifting and firming. Les D'élégants Premium (Black Rose) offers indulgent nourishment for dry or fatigued skin, and the Luxury Caviar collection provides exquisite care to improve elasticity, radiance and overall skin vitality.

The luxury skincare range is now available at selected premium beauty salons and spas across Malaysia, including locations in Klang Valley, Johor, Penang and Ipoh.

*For more information, visit [wherteimar.com.my](http://wherteimar.com.my).*