

pure
| ALTITUDE
soins aux plantes de montagne





Pure Altitude : Beauty and Mountain lifestyle

The story of Pure Altitude begins in the restful world of the spa at the Fermes de Marie in Megève. By creating an Alpine garden here with a botanist with expertise in mountain plants, Jocelyne Sibuet discovered edelweiss's skin care benefits. This led to the idea of a skin care range that would combine her two passions - mountain lifestyle and beauty.

" Three key words guided me in creating each formula of the Pure Altitude skin care range. First of all, Rarity - that of natural active ingredients extracted in optimum conditions to preserve all their beneficial effects.

Next, Technicity – that of skin care products on the cutting edge of plant-based cosmetics, involving intensive cellular regeneration. And finally, Pleasure – that sought by the women I had in mind when I created the range."

Jocelyne Sibuet, founder of Pure Altitude

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An unique brand

The creation of an Alpine garden at the Fermes de Marie was the trigger. By observing the regeneration mechanism of mountain plants, the determination to create a skincare range became a reality with the birth of Pure Altitude in 2000.

With its exclusive anti-oxidant and anti-ageing properties, the Edelweiss naturally stood out as the key ingredient, the brand's emblem, contained in all the formulas.

Today, Pure Altitude is a brand that offers effective, natural skincare products, an independent brand that offers an alternative to traditional skincare.



Our values

- RARITY

A selection of plants and ingredients which are found in extreme conditions and that have the ability to survive in the most hostile environments. Chosen for their high level of active ingredients, these natural ingredients act on cell regeneration (Edelweiss, Arctic berries, Finnish birch, etc...)

- TECHNICAL EXPERTISE

Treatments formulated by our laboratories at the cutting edge of plant-based dermo-cosmetics.

Our formulas meet 3 criteria (the 3P System developed by Pure Altitude):

- PLEASURE

Luxurious textures and heavenly fragrances, to become immersed in a sensorial world that favours « letting go »



