

Press Release

NOBILIS GROUP assumes exclusive distribution of GROWN ALCHEMIST in the D-A-CH region

Wiesbaden, May 2025 – The NOBILIS GROUP, the leading independent and owner-managed beauty distributor and service partner in the D-A-CH region, will assume exclusive distribution of the Australian skincare brand Grown Alchemist in Germany, Austria, and Switzerland, starting August 1, 2025.

Grown Alchemist stands for the modern alchemy of total skin health: Plant-powered. Science-boosted. The brand combines the potency of natural botanical ingredients with state-of-the-art biotechnology to create clinically proven formulations that deliver visible results. Founded in Melbourne in 2008, Grown Alchemist is built on the belief that skin can truly transform when given exactly what it needs.

“Partnering with the NOBILIS GROUP marks a significant milestone in our global journey. Their deep market knowledge and commitment to excellence make them the ideal partner to bring Grown Alchemist’s integrative approach to skin health to the D-A-CH region. Together, we’re excited to offer consumers a skincare experience that is as intelligent and effective as it is beautifully designed.” — Anna Teal, CEO Grown Alchemist

“Grown Alchemist exemplifies the transformation of modern skincare: scientifically grounded formulations, enhanced through biotechnology, paired with an uncompromising design ethos. We are delighted to bring this forward-thinking brand to the D-A-CH region.” — Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

By adding Grown Alchemist to its portfolio, the NOBILIS GROUP is consistently continuing its strategic expansion in the skincare segment.

About the GROWN ALCHEMIST:

Plant-powered, biotech-boosted beauty meets minimalist, modern design. Clinically proven, high-performance solutions for total skin health. Founded in Australia, our curated formulas blend potent plant ingredients with cutting-edge science. Designed to combat the effects of city living, we offer a holistic approach to beauty and wellness – products and services for the design conscious, uncompromising in efficacy.

About the NOBILIS GROUP:

The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years. The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of the NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

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