



## **The history of frei öl®**

frei öl® was born out of love – and this love can still be felt in every product. In 1966, out of love for his wife, who suffered from skin problems, the Nuremberg pharmacist Walter Bouhon developed the unique, popular and now world-famous frei öl®, which is also known as "frei öl® PflegeÖl". He recognizes the effect of vegetable oils and is the first to use skin-caring vitamins. A small revolution! His passion for natural ingredients combined with scientific findings and skin health was immediately felt by people, and so the brand's following grew steadily.

With each new product Bouhon and his team launched, they told a story of care, innovation, and trust. They expanded their range to meet the needs of their customers and soon also offered care lines for the face, body and special products for (expectant) mothers.

Today, frei öl® is one of the highest-quality skincare brands in Germany and has always been developed and manufactured in Germany. This and the high standards of quality, effectiveness and compatibility make the brand a worldwide success – Made in Nuremberg.

In 2023, Apotheker Walter Bouhon GmbH launched a new brand called "Dr. Bouhon". Dr. Bouhon stands for care products that combine active ingredient cosmetics and gynecology. Well-aging formulas that support the skin from the inside and outside to keep the skin plump and firm. All formulas are well thought out with regard to potent ingredients and women's health.

Apotheker Walter Bouhon GmbH is now run by the third generation of the Bouhon family - Nico and Wilhelm Bouhon, managing directors and grandsons of the company founder Walter Bouhon and Thomas Bauer, who has been managing the operational business of Apotheker Walter Bouhon GmbH since 2015. This sense of family can be seen and felt throughout the company. The workforce consists of both young employees and employees who have been with the company for more than 30 years. They are all frei öl®.

## **Two unique selling points that make the products/brand unique**

frei öl® deliberately avoids unnecessary, irritating or skin-damaging ingredients. The natural products combine the best of nature and science. High efficacy and tolerability are particularly important. This is also shown by the more than 200 clinical studies that have now been carried out as well as the quality control of the products according to pharmaceutical principles.

*Prime Communication*

Christine Heitzig – Gneisenaustraße 6 – 40477 Düsseldorf  
E-Mail: christine.heitzig@primecom.agency – Mobil: +49 (0) 176 20322499