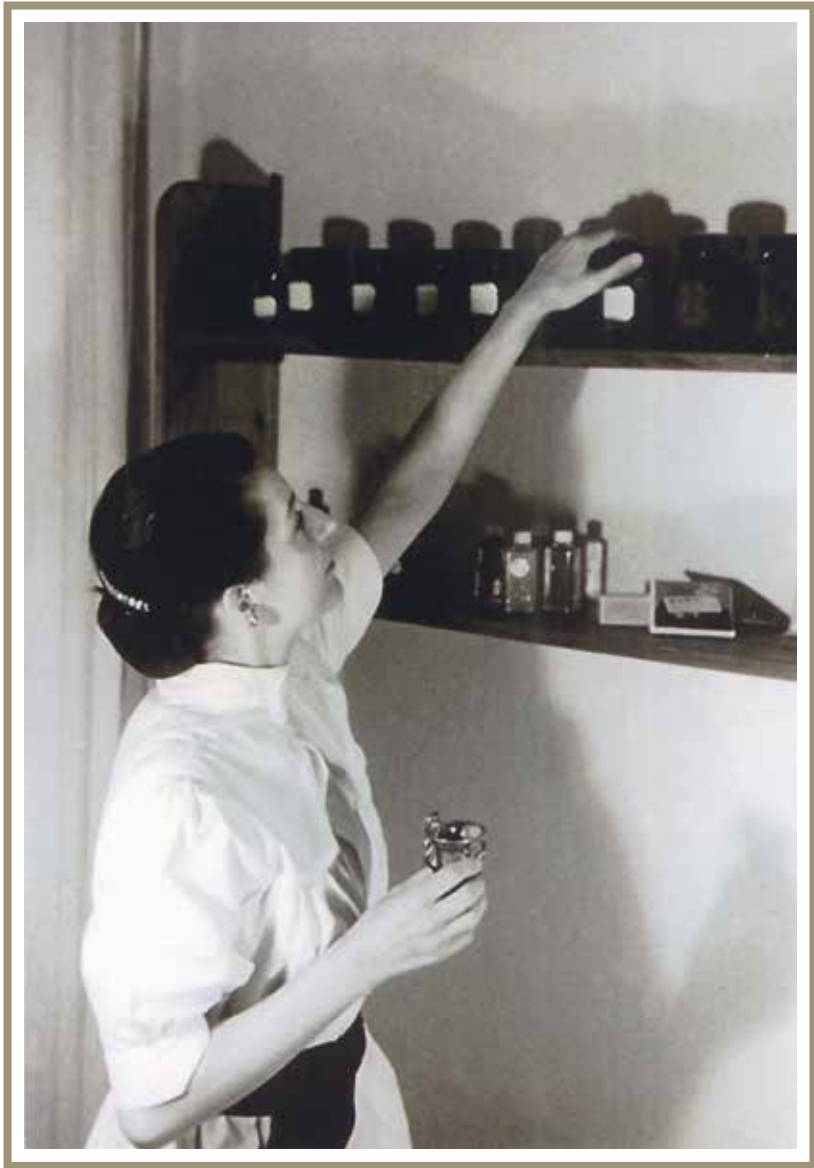


Dr. Hauschka



Elisabeth Sigmund: pioneer of natural cosmetics

“Our face is the first thing that we reveal”



Elisabeth Sigmund, in the 1960s

Foreword

Elisabeth Sigmund played a major role in the development of Dr. Hauschka Skin Care. Even today, her ideas and developments still live on in the Dr. Hauschka skin care products and treatments.

Born in Vienna in 1914, after two semesters of medical school, Elisabeth Sigmund started to create her own natural cosmetics based on nurturing plants back in the mid-1930s. After the Second World War, she established herself with her own beauty salon in Stockholm using the products she had developed. It was here that she also developed her own holistic method of skin care treatment. Her cooperation with WALA Heilmittel GmbH began after a one-year study trip to India and resulted in the creation of Dr. Hauschka Skin Care and Dr. Hauschka esthetician training.

This brochure takes you on a journey through Elisabeth Sigmund's 99-year life. The information contained was gathered during six years of working with Elisabeth Sigmund on her biography, about which she commented: "It once again gave me a clear reminder of what had driven me for so much of my life. It was my love of nurturing plants and aesthetics that came together to form the passion that shaped my life: the passion for cosmetics."

WALA Heilmittel GmbH

Preface

“In the truest sense of the word, ‘cosmetics’ refers to all body care, skin care and beauty care. Derived from the Greek term ‘kosmein’, ‘cosmetics’ means to order or harmonise and therefore shows us the way with regard to skin care: to maintain or restore order.

Today’s cosmetic practices are often solely tailored towards purely visual objectives. A look at the cultural history of mankind, however, shows that both the ornamentation and the measures used to maintain a healthy body were seen as being of equally high importance within cultic practices and ritual activities. Even nowadays, ‘ornamental’ or decorative cosmetics can only exist if they also help to regulate the skin.

Paracelsus referred to the skin as a “lady’s royal cloak”, thus paying special attention to this part of the body. The skin reflects our inner selves and is sensitive to the environment. Micro and macrocosms come together on the skin, our protective interface.

Holistic skin care involves both inner and outer cosmetics. ‘Inner cosmetics’ means maintaining a healthy way of life in the broader sense. This particularly includes a suitable diet, enough sleep, exercise and fresh air and moderate (not excessive) sunshine.

‘Outer cosmetics’ refers to the application of cosmetic products. This is particularly important to the skin as suitable cosmetics directly affect its metabolism and help to bring balance to the skin’s rhythmical respiratory and circulatory activity.”

*Elisabeth Sigmund:
Vademecum for cosmetic practice,
probably 1974*

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Elisabeth Sigmund's childhood

Elisabeth Sigmund was born in Vienna on 25 October 1914. Even at an early age, she developed an extraordinary fascination with the skin care products on her mother's dressing table.

Christened Elisabeth Gabriela Anastasia, Elisabeth Sigmund was the second-born daughter of the Resch family, who lived in Vienna's wealthy Heitzing district. Her mother, Albine Maria Resch, née Pribik (1889-1986), was a 'lady' who belonged to the ancient Bohemian nobility Pribik von Klenov. Elisabeth Sigmund's father, Dr Ludwig Anton Resch (1886-1929), was a doctor of political science and worked in the Ministry of Culture and Education in Vienna.

Elisabeth Sigmund came into the world in an era when Vienna was characterised by gas lanterns, carriages and the singing voices of lavender sellers. However, it was also the time of the First World War. Although not an immediate threat to Vienna, this did cause a devastating supply crisis. Elisabeth Sigmund associated the period with her father having to go to the Italian front as a reserve officer. Coming from a wealthy family, when the War came to an end, she and her sister Albine, who was two years her senior, learned to enjoy the finer side of life. Beautiful clothing, cosmetics and long holidays in the country

were as much a part of this as literature, music and frequent trips to the theatre. It was at this time that Elisabeth Sigmund developed her great love of aesthetics and the theatre.

Hamamelis facial toner and almond paste

At home in the Resch household, one place that held an ever fascinating draw for Elisabeth was her mother's dressing table. The things to be discovered there were almost endless. For example, the Kaloderma rice powder, which both daughters were allowed to use to conceal minor skin imperfections and powder their nose.

Elisabeth Sigmund later discovered that this was based on rice flour. She also enjoyed the pleasant feel of Dostal's beauty pearls – small, solid pearls that could be mixed with a little water to create a wonderfully foamy lather for cleansing the face. Elisabeth alternated the beauty pearls with almond paste, which came in a long porcelain box. She also loved using a facial toner that the chemist would prepare with hamamelis, otherwise known as witch hazel.

Elisabeth Sigmund with her sister Albine, two years her senior, circa 1918





Elisabeth Sigmund, shown here in her Carnival costume in circa 1927, was an enthusiastic theatre-goer, performed in theatre productions at school and even wrote her own short plays, such as a fairy tale which her school made into a production.



1 Elisabeth Sigmund, circa 1927

2 Every year, the Resch family spent their summer holiday in the Austrian countryside. Elisabeth Sigmund helped out in the stables and with the hay harvest. Far left: Elisabeth with her mother; far right: her sister Albine and her father.

3 Elisabeth Sigmund's parents, Albine Maria Resch, née Pribik, (1889-1986), and Dr Ludwig Anton Resch.





When Elisabeth Sigmund developed her own natural skin care range decades later, she remembered the hamamelis facial toner from her childhood and worked with WALA to create Dr. Hauschka Facial Toner. Witch hazel and anhyllis activate the skin's metabolism to leave it feeling fresh and revitalised.

The almond paste on her mother's dressing table gave Elisabeth Sigmund the inspiration for Dr. Hauschka Cleansing Cream. She supplemented the almond flour base with high-quality nurturing plant extracts. Marigold, chamomile, St. John's wort, anhyllis and almond all come together to gently cleanse and revitalise the skin.

1 Almond oil (*Prunus dulcis*)

2 Witch hazel (*Hamamelis virginiana*)

3 Flour made from almond kernels
(*Prunus dulcis*)

A love story: Elisabeth and Karl Sigmund

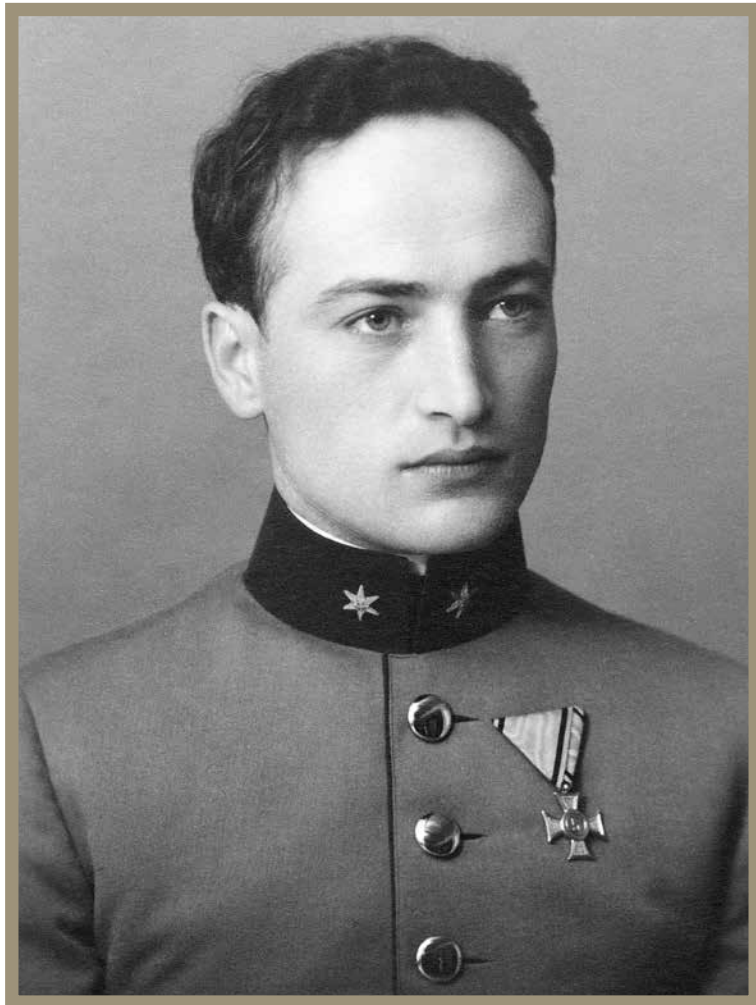
In summer 1929, Elisabeth Sigmund's father Ludwig Resch passed away at the age of 42. This was a terrible loss for the 14-year-old, who was extremely close to him. Shortly after, two people became of great importance to the rest of her life: a friend of her father's, who taught Elisabeth Sigmund about anthroposophy, and Karl Sigmund, the man she later married.

The route to anthroposophy
During his lifetime, Ludwig Resch raised his daughter Elisabeth in an anthroposophic way, thus opposing the dominant Catholic zeitgeist, which was represented by her mother. Shortly before his death, he asked his friend Hans Erhard Lauer (1899-1979) to teach his daughter about anthroposophy as soon as she turned 17. Before the Second World War, Lauer was, among other things, a member of the board of the Vienna Anthroposophical Society and accepted the job without informing Elisabeth's mother, who was against anthroposophy. Rudolf Steiner's books opened up a new and fulfilling way of thinking for Elisabeth Sigmund. Later, after reading a paper by Rudolf Steiner, she decided to become a cosmetician.

The start of a life-long bond
1929 – In the year that Elisabeth Sigmund's father passed away, another life-changing event occurred. The 20-year-old Karl Sigmund (1909-2007) saw Elisabeth and her mother in mourning dress on the tram in Vienna and instantly knew that this was girl he had to marry. At the time, it was seen as improper for a man to speak to women or girls that he did not

know without a good reason. As such, Karl Sigmund had to watch in silence as Elisabeth and her mother disappeared into a ministry building without knowing who she was. He began searching for Elisabeth and to find an opportunity to speak to her. On seeing her in a park with the sister of a school friend, Karl tried to make contact with Elisabeth Sigmund via this friend.

It took until 1931 for an opportunity to present itself: when Mrs Resch and her daughters took a summer holiday to the pilgrimage town of Maria Schutz, Karl Sigmund took the opportunity to visit them and pass on greetings from a common acquaintance: his school friend. He was able to speak to his chosen bride for the first time when Mrs Resch sent Karl Sigmund and Elisabeth to get water from the famous Maria Schutz medicinal spring. En route, Karl Sigmund proclaimed his love for her and asked her to promise that she would marry him and no other. Of course, Elisabeth Sigmund agreed; the couple had found each other. They were married in the Maria Schutz parish church on 10 July 1937.



Karl Sigmund (1909-2007) graduated from the officers' academy in Vienna Neustadt – probably to please his grandfather. He used his qualifications as an officer to start a diplomatic career as the Austrian army was then classed as a diplomatic institution. Before starting this training, Karl Sigmund had studied at the art academy in Vienna. Elisabeth Sigmund would have loved him to have kept working as an artist.



1 Elisabeth and Karl Sigmund in the Austrian mountains during their engagement, presumably early-1930s.

2 On 10 July 1937, Elisabeth and Karl Sigmund were married in the parish church in Maria Schutz.



During Elisabeth Sigmund's youth, it was regarded as uncouth for girls and women from good families to leave the house wearing make-up. Lipstick could only be worn at private parties or when going to the theatre in an elegant evening gown. Lipsticks were occasionally sold by hairdressers. During her engagement, Elisabeth Sigmund purchased one such lipstick from her hairdresser for research purposes – a bright red mass of fat, packaged in a blue metal sleeve with a slider. Even back then, she was already interested in make-up. While working with WALA, she therefore quickly encouraged the development of a range of make-up for Dr. Hauschka Skin Care.

Even at the age of 99, Elisabeth Sigmund was never seen without make-up. Her favourite product was a pink Dr. Hauschka Lipstick.



1 Elisabeth Sigmund in winter 1932

2 Dr. Hauschka Lipstick and Sheer Lipstick

Finding her own way: nurturing plants

Even while still young, Elisabeth Sigmund developed a great interest in nurturing plants. These became the most important component in her own natural cosmetics. It all started in her grandmother's garden.

Elisabeth Sigmund's grandmother Anastasia Pribik, née Lukeš (1853–1939), lived in the 12th district of Vienna in a house with a large garden in which she had planted a variety of flowers. When her granddaughter visited, she took her into the garden and told her about the plants. Even back then, Elisabeth Sigmund was infected by her grandmother's enthusiasm. When, years later, she was in her father's study and discovered his herbarium, a book of dried and pressed plants with their German and scientific names, she studied this extensively. When on walks, she tried to find these plants growing in the wild.

Gardening as a profession?

Elisabeth Sigmund found a neighbour with a flower nursery and asked him a lot of questions. He knew a great deal and taught her, among other things, how to recognise shrubs from their smell and how to look after them. At the time, she started wondering whether gardening might be the profession for her. Out of interest, she joined her mother on a visit to Neuburg monastery with its extensive gardens and adjoining training facilities. There, she realised that the physical work would be too hard for her. For the time being, she therefore stuck to the theoretical side of plants, learning their scientific names and medical significance.



The WALA biodynamic plant garden



1

1 Elisabeth Sigmund made it a habit to look more closely at the plants that lined the paths during walks and to determine what they were if possible. 1929.

2 On the left: Elisabeth Sigmund's grandmother Anastasia Pribik, née Lukeš (1853-1939). On the right: Elisabeth Sigmund's mother, Albine Maria Resch, née Pribik (1889-1986).

3 Elisabeth Sigmund, 1931



2



3



Elisabeth Sigmund studied literature on nurturing plants all her life and, in doing so, uncovered many forgotten treasures. She later included this knowledge in the Dr. Hauschka formulations. Among other things, she discovered kidney vetch (*Anthyllis vulneraria*) as an ingredient that can regulate the skin. With its yellow blossoms, kidney vetch helps to balance the skin's functions and is therefore one of the key plants used by Dr. Hauschka Skin Care and found in many of the facial care and make-up products. Kidney vetch extracts manufactured by WALA by means of a special procedure are used.

Cosmetics from a research perspective

Even in her youth, Elisabeth Sigmund began making cosmetics by obtaining instructions from the family pharmacist.

Elisabeth Sigmund's playful journeys of discovery on her mother's dressing table were soon driven forward by her inquiring mind. For example, she observed how the oily and aqueous phases of the Elida day cream that her mother used on her face separated out. When she opened the tube, there was an oily layer on the cream. Somehow, the pharmacist

Paul Redtenbacher, who made the Hamamelis facial toner and Crème Céleste for the females in the Resch family using a recipe belonging to their grandmother Anastasia, realised that Elisabeth Sigmund had an extraordinary interest in cosmetics. He took her to the area of the pharmacy where he produced ointments, creams and facial toners among other things. There, he showed her how these were made and after a while, allowed her to mix them herself. That is when she learned how an emulsion is created.

Using natural ingredients

Paul Redtenbacher aroused Elisabeth Sigmund's interest in home-made skin care products with both a cosmetic and a nurturing effect. She was now able to put her knowledge of plants to practical use for the first time.

Elisabeth Sigmund made her first attempts to create products at home using sage tea, which relieves inflammation. She also placed rose petals in water and added essential rose oil because the aqueous extract was not as strongly perfumed as she had hoped. Her mother mistakenly saw this curiosity as vanity and tried to stop her daughter from experimenting, but to no avail. Elisabeth Sigmund's interest in developing her own skin care products became increasingly strong. "I didn't like the creams that were for sale so wanted to make my own, with ingredients that pleased me", she once explained. While still at school, Elisabeth and her best friend Wilma took a cosmetics course in Vienna offered by the Geneva-based cosmetics manufacturer Tokalon.



Elisabeth Sigmund's grandmother Anastasia brought the recipe for the "Crème Céleste" or "heavenly cream", from her home town of Mähren. This face cream with almond oil and rose water is reputed to have been one of the beauty secrets of Empress Elisabeth of Austria-Hungary (1837-1898). When Elisabeth Sigmund developed the first range of Dr. Hauschka skin care products with WALA, the Crème Céleste acted as the model for today's Dr. Hauschka Rose Day Cream, although the formulation of the latter is significantly more extensive. Extracts of rose petals and wild rose hips nurture and balance the skin. Shea butter, rose petal wax and avocado oil protect and help retain moisture. Extracts of marsh mallow and St. John's wort soothe redness, hydrate and fortify.



1 Elisabeth Sigmund, circa 1929

2 Sage (*Salvia officinalis*)

3 Historic Rose Day Cream packaging

Medical studies and deciding on a career in cosmetics

After passing her secondary school leaving examinations, Elisabeth Sigmund started to study medicine but then decided to become a cosmetician. This came as a severe disappointment to her mother.

In addition to being involved in theatre, aesthetics and nurturing plants, Elisabeth Sigmund was also interested in medicine. She discovered this interest while on holiday with her family in Waidhofen an der Thaya (Lower Austria) in 1927. During their stay, she accompanied the local priest, Father Eßmeister, on his visits to remote, impoverished farms in his parish and helped him provide medical care to the cottagers (small farmers) who lived there. The experiences left her feeling so fulfilled that she wanted to become a doctor.

After training to be a Red Cross nurse in 1933/34, Elisabeth Sigmund studied medicine for two semesters at the University of Vienna before having to take time out as a result of illness. During this enforced interruption to her studies and after reading Rudolf Steiner's paper "The Arts and their Mission", she decided to become a cosmetician. Steiner said that a thing of beauty is something that reveals its inner being in its outer appearance (GA 276).¹ With the help of these words, Elisabeth Sigmund's love of both nourishing

plants and aesthetics came together to form the passion for cosmetics that shaped her life.

"All of my attempts at creating skin care products were always motivated by an interest in finding the plants that are good for and have a quasi healing effect on the skin."

Elisabeth Sigmund²

Autodidactic cosmetics studies

From then on, Elisabeth Sigmund only attended selected medical lectures at university and began to devise her own cosmetics studies. There was no independent training to become a cosmetician. She attended courses at large cosmetics firms and worked at the Vienna cosmetics institute, Pessl, where she discovered all of the disadvantages of conventional treatments. She observed how facial massages weaken the facial muscles and how cleansing the skin with Vaseline blocks the pores. She realised that it was time to start creating her own skin care products based on nurturing plants.

¹Rudolf Steiner. The Arts and their Mission. Dornach, 9 June 1923. Dornach: Rudolf Steiner Verlag 2002; p. 91 et seq.

²In conversation with Catrin Cohnen-Deliga

Elisabeth Sigmund gained great knowledge of nurturing plants with an effect on the skin by reading the chapters on skin diseases in old medical books. She obtained the medical books from the Vienna university and national library, where her uncle, Edmund Pribik assisted her greatly. As a library employee he was able to pick out books that were not normally available to the public. She also visited the libraries of many convents where old medical books were simply gathering dust at the time.

In the years leading up to 1939, she also completed a course in a Paris cosmetics laboratory in order to learn the trade of cosmetics development.

But what did Elisabeth Sigmund's mother think of all this? She was extremely unhappy with the new path that her daughter had taken. Back then, for a girl from a good family to become a cosmetician was considered improper. As such, Elisabeth Sigmund was not allowed to mention to the profession she wished to pursue to her mother's friends or acquaintances. But this did not stop her from following her dream.

“In German the word beautiful (das Schoene) is related to shining (das Scheinende). The beautiful shines; brings its inner nature to the surface. It is the distinguishing quality of the beautiful not to hide itself, but to carry its essence into outer configuration. Thus beauty reveals inwardness through outer form; a shining radiates outward into the world.”

Rudolf Steiner. The Arts and their Mission. Dornach, 9 June 1923.
Dornach: Rudolf Steiner Verlag 2002; p. 91 et seq.



Elisabeth Sigmund rode her motorbike to convent libraries outside Vienna, where she found extensive knowledge about nurturing plants; circa 1935.



Once Elisabeth Sigmund had decided on a career in cosmetics, she created her first serious cosmetic preparation: a face lotion based on a strong daisy tea that she made herself. She chose daisies because she found these meadow flowers described in a medical volume as a nourishing plant for women and for beautiful skin. With a little alcohol added, the tea improved her skin, which tended towards impurity at the time. Elisabeth Sigmund later expanded on this face lotion with other nurturing plants to create Dr. Hauschka Clarifying Toner. Daisy and nasturtium minimise the appearance of blackheads and blemishes, visibly refine pores and reduce excessive oiliness. Anthyllis balances skin for a calm, even appearance.



1 Elisabeth Sigmund, in the Bad Vöslau thermal baths, 1933

2 Daisies (*Bellis perennis*)

Second World War and a new start in Sweden

March 1938: German troops march into Austria. 1 September 1939: the Germans invade Poland, starting the Second World War. Elisabeth Sigmund's husband Karl was also sent to war. After the end of the war, he was held prisoner by the Russians for two years. Following his release, the Sigmunds emigrated to Sweden but encountered unforeseen difficulties.

In peaceful times, Karl Sigmund had decided to become an officer because he saw the military as more of a diplomatic service acting in the name of peace. He now had to go to war as a captain, which involved frequent postings. Whenever possible, Elisabeth Sigmund followed him within Germany and worked as a Red Cross nurse.

Anti-war culture

Toward the end of the war, Karl Sigmund was stationed in Rudolstadt, Thuringia, for a long time. The Sigmunds were able to move into a small tea house that was part of the baroque-style Heidecksburg residential palace. It was also called the Schillerhäuschen because Schiller had temporarily lived there. To provide relief from everyday life during the war, Elisabeth Sigmund arranged an artistic evening every second Thursday with selected guests, including many creative artists. This group increasingly became an intellectual and social home for those who did not want to put up with the Nazi regime and the war.

The end of the war and a tough new beginning

On 13 April 1945, the American forces took Rudolstadt, accompanied by severe aerial bombardments. On that day, Elisabeth Sigmund was working as the head Red Cross nurse in the basement of the Heidecksburg. At the time, Karl Sigmund was in Böhmen, where he received a telegram on 8 May 1945 telling him that the war was over. He ran on foot to Rudolstadt. On the way, he was briefly captured by the Americans but released again once they had determined that he was not a Nazi. After his arrival in Rudolstadt, Karl Sigmund began to offer a courier service using a converted Citroën but was imprisoned by the Soviet secret police in the Weimar city jail without reason. Elisabeth Sigmund tried to arrange his release with the Russian police. He was only set free after two years. During this uncertain period of waiting, the contacts from her Thursday gatherings proved to be a real help to Elisabeth Sigmund. For example, one of them gave her the opportunity to work as second dramaturge and director's assistant in the theatre in Jena.

In 1947, after Karl Sigmund's release, he and his wife had to leave Germany. Within the scope of repatriation, large numbers of people who had been living somewhere temporarily because of the war returned to their home countries. The Sigmunds moved to Salzburg, where they prepared their plan to move to Sweden. The idea came from Karl Sigmund's Swedish foster aunt Signe, with whom he had spent two years of his childhood in Stockholm. He remembered this as a wonderful time. After the end of the Second World War, aunt Signe convinced him to build a new life in Sweden with his wife, saying that she had enough funds to help them with this plan. In 1948, the Sigmunds received their entry permit and sold all their remaining property to finance the sea journey.

Dashed hopes

The Sigmunds arrived to stay with 59-year old aunt Signe without a penny. But contrary to what she had said, she was not in a position to help them. Her husband, who had been a bank director, had embezzled money from the bank and spent four years in jail. He had since died and aunt Signe was living off a small pension in a one-room apartment outside of Stockholm. The Sigmunds had had no idea of her situation and both felt that they had been deceived. However, they did not have the funds to immediately return to Austria and so, they stayed. Karl Sigmund took the first jobs that came along as a labourer – initially without a work permit. In 1950, he found a job at a large driving school in Stockholm. On 1 March 1965, he took over management of the driving school. In the meantime, Elisabeth Sigmund learned Swedish and began studying cosmetics again.



1

1 Foster aunt Signe (left) and Elisabeth Sigmund, circa 1949



2

2 Elisabeth and Karl Sigmund in Sweden in the 1950s



1



2



3

1 Elisabeth Sigmund at the start of the 1940s in Stuttgart-Vaihingen, where her husband was stationed.

2 Inside the barracks at Wünsdorf, near Berlin, circa 1941.

3 After the war, Karl Sigmund converted his Citroën C3 into a delivery van and performed deliveries for the American and later Soviet occupying forces; 1945.

Even during the war, Elisabeth Sigmund kept studying medical books in libraries. After she found a chemist in Berlin who sold plants on the black market, she made cosmetics and gave them to the officer's wives that she met to test.



The WALA
biodynamic plant garden

Her own natural cosmetics and the Salong för Skönhetsvård

Elisabeth Sigmund opened her own beauty salon in Stockholm. She treated her customers using natural cosmetics that she had made herself using formulations involving WALA medical ampoules – with astonishing results.

A developer with new ideas

Once the Sigmunds had established themselves in Sweden, Elisabeth Sigmund finally had the time she needed to work on her cosmetic products and build up a fixed range.

To her, skincare was both a form of therapy and a kind of healthcare. Each formulation was therefore based on a nurturing plant with ingredients that affect the skin. Her products solely contained natural ingredients. Instead of using isolated active ingredients, Elisabeth Sigmund worked with whole plant parts. She did not develop her products for specific skin types, such as oily or dry skin, but instead assumed that everyone's skin is able to find its way back to a balanced state using its own strength. She therefore talked about temporary skin conditions that have the potential to change. Her cosmetics were intended to support this change by triggering the skin's own regenerative powers.

A raw materials importer with high quality standards

It was not so easy to get good quality ingredients such as beeswax, natural plant oils, almonds, natural essential oils, silk or dried plants for the formulations.

Elisabeth Sigmund ordered most of these from shops in Germany and Austria where she was sometimes able to purchase organic products. As a result of her interest in Rudolf Steiner, which had taken her in the direction of biodynamic agriculture, this criterion was important to her. She got fresh plants, such as moisture-rich liquorice roots, from a Swedish gardener. She ordered WALA medical ampoules, which she had found out about from her anthroposophic doctor in Stockholm, directly from WALA in Eckwälden.

A cosmetician by calling
Elisabeth Sigmund gave her acquaintances the cosmetics she had made to test. When they noticed how well the cosmetics worked for them, they offered to pay Elisabeth Sigmund to treat them. Over time, it became too time-consuming to visit all of her clients at home. Therefore, in the 1950s, Elisabeth Sigmund opened the Salong för Skönhetsvård (literally meaning 'beauty salon') in Stockholm.

A producer with ideas

Elisabeth Sigmund's first fixed basic range, which she used to provide treatments in her beauty salon, consisted of a rose cream following her grandmother's recipe as well as another face cream, a face tonic, a cleansing cream with ground almonds, a face mask, a sage bath essence, silk powder, a skin treatment and various facial oils. Karl Sigmund constructed small pieces of production and filling equipment. For example, he attached a mixer with a crank arm to a bowl for stirring creams. He also converted a small bucket into a filling station for face lotion by installing a hose with a tap just above the bottom. The products, which contained no preservatives, could be kept in the refrigerator for about a month. For that reason, Elisabeth Sigmund only produced small quantities.



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1 A sage bath essence was the only one of her products that Elisabeth Sigmund sold professionally in Sweden. It was called 'Balett fot-elixir' and was intended as a foot bath for dancers.

2 Elisabeth Sigmund in the 1950s in front of her house in Sweden.



1



2

1 Elisabeth Sigmund initially created products individually for each customer. Later, she developed a fixed basic range; 1950s.

2 Elisabeth Sigmund's Salong för Skönhetsvård beauty salon, 1958.



Elisabeth Sigmund's development concepts are still reflected in Dr. Hauschka skin care products today. One of the company's specialities is oil-free night care products. By conducting tests in which she applied cream to only one half of her face overnight, Elisabeth Sigmund determined that the skin to which she had not applied cream looked fresher the next morning. In Sweden, she used this finding to develop her concept of oil-free night care. Skin that can breathe freely during the night can regenerate itself better. Dr. Hauschka night care is still oil free today. After cleansing and toning, the third step is revitalisation with Dr. Hauschka Night Serum or Regenerating Serum.

Her own holistic treatment method

In her Stockholm beauty salon, Salong för Skönhetsvård, Elisabeth Sigmund developed a holistic method of skin care treatment. This began with a foot bath.

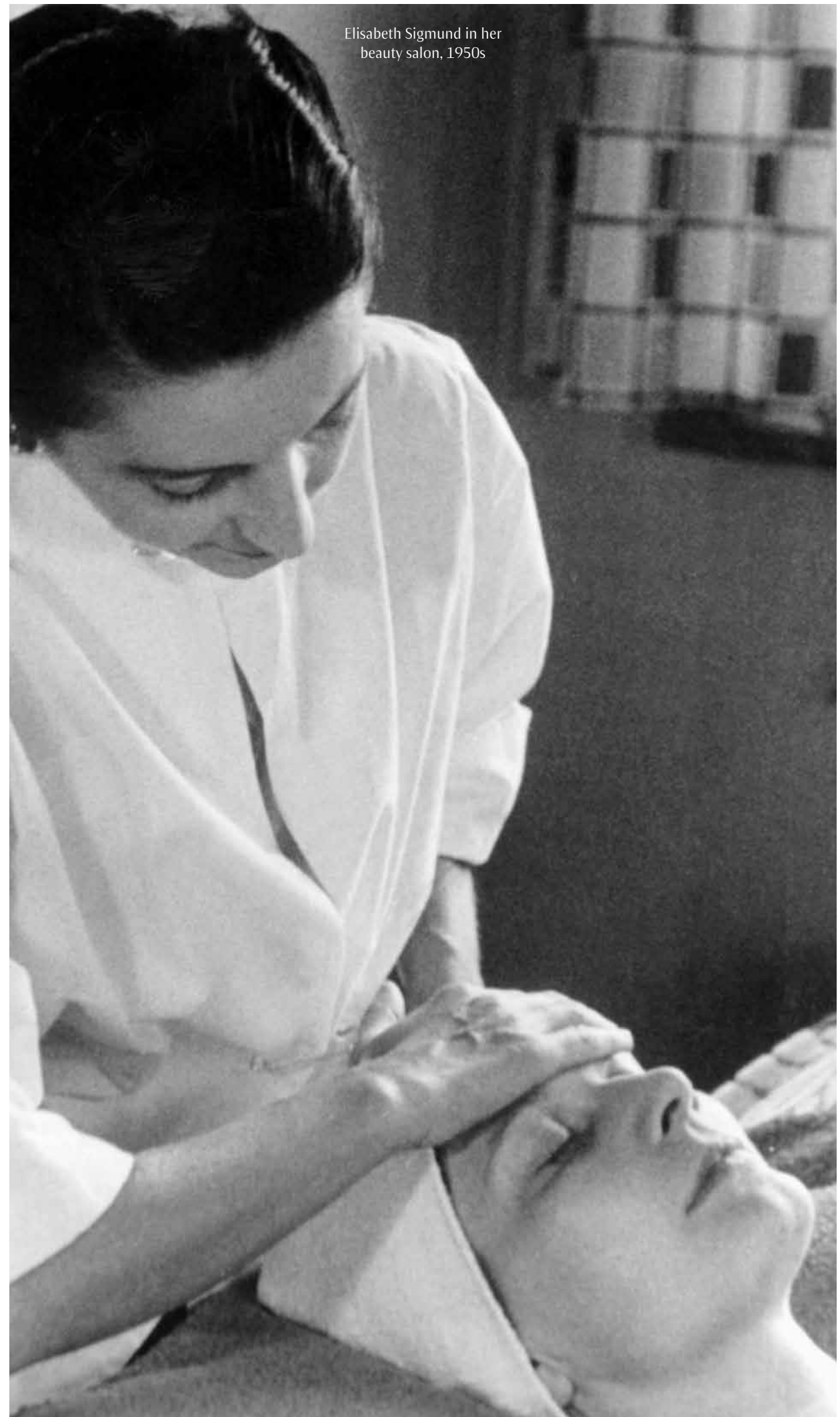
Trust
When developing her skin care treatment, Elisabeth Sigmund addressed the needs of her clients, who she wanted to feel good from head to toe and to be able to relax. Because many women have cold feet, she began the treatment with a warming foot bath, to which she added her sage bath essence. She took the time to build up good relationships with her customers. An appointment lasted approximately 2 hours. During this time Elisabeth Sigmund often had private discussions with the customers. During these consultations, the causes of certain skin conditions repeatedly came to light, for example, intolerances or incorrect nutrition.

Lymph stimulation
Many new customers visited the Salong för Skönhetsvård for a facial massage. When Elisabeth Sigmund worked at the Vienna cosmetics institute, Pessl, in the mid-1930s, she noticed that facial massages allowed the facial muscles to slacken and coarsened the skin structure. She therefore developed lymph stimulation as an alternative treatment for her Stockholm beauty salon based

on the manual lymph drainage technique developed by Dr Emil Vodder (1896–1986) and his wife Estrid (1898–1996). The lymph system removes metabolic waste products, toxins, pathogens and excess tissue fluids but can become blocked. Lymph drainage removes the blockages and gets things flowing again using pumping, circling, flat movements.

Facial gymnastics
“There are two kinds of beauty – inner and outer.” This quote from Elisabeth Sigmund expresses, among other things, how a person’s inner attitude can influence their facial features. Wrinkles are created through a certain facial expression. Sadness or joy is reflected on a person’s face. Using facial gymnastics, which you can still learn from Dr. Hauschka estheticians today, Elisabeth Sigmund balanced out one-sided muscle tension. Targeted activation of individual facial muscles increases their tone and strengthens the living tissue, triggering its natural activity. Wrinkles can be smoothed out. The facial skin feels fresher as a result of better circulation.

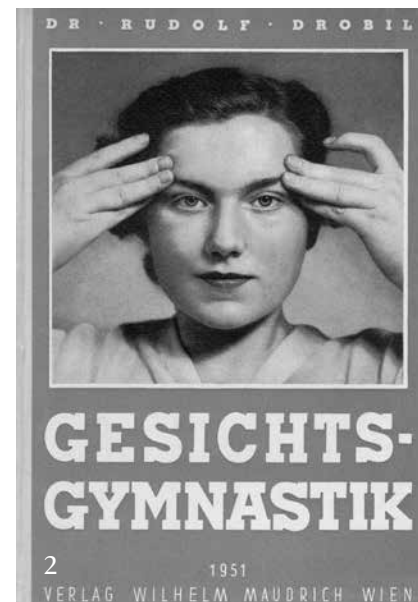
Elisabeth Sigmund in her beauty salon, 1950s





1 Elisabeth Sigmund helping a customer with facial exercises in the 1950s.

2 With regard to facial gymnastics, Elisabeth Sigmund was inspired by the method created by Dr. Dr. Rudolf Drobil from Vienna. She obtained permission from him to base her exercises on his work.
© Dr. Dr. Drobil



The lymph system is not a circulatory system, rather it consists of a branched system of blind-ended lymph capillaries. During lymph drainage, it is therefore important to stimulate the lymphs in the correct direction so that they are able to flow. During an intensive working phase with Dr. Vodder in Copenhagen, Elisabeth Sigmund learned the correct hand movements for this. She was then able to offer lymph stimulation as a treatment in her salon. She noticed that the customers relaxed and the tissue loosened. It was too much for some of her customers with particularly sensitive skin for each stroke to be done by hand, so Elisabeth Sigmund used a brush for some of the stimulating strokes.

To this day, this method of lymph stimulation using both brushes and hands forms the heart of Dr. Hauschka's treatments, which are on offer around the world from Dr. Hauschka estheticians.

A year in India: a time of study

In 1961, Elisabeth Sigmund took a one-year study trip to India. On her return she brought with her new knowledge about nurturing plants with effective cosmetic results.

At the beginning of the 1960s, it was unusual for a woman to travel alone. Elisabeth Sigmund was given the opportunity to travel to the then uncommon destination of India without her husband, who was working full-time, by Hasse, the son of a friend who had intensively studied yoga in Stockholm. While he was furthering his knowledge of yoga in India, Elisabeth Sigmund was able to visit him. She travelled to New Delhi and Mumbai among other places and spent many hours in the Mumbai University library, where she found books on nourishing plants and other natural materials with an effect on skin that could not be obtained in Europe. Dr Kaura, an Indian doctor in Mumbai taught her a great deal about ayurvedic medicine.

Cosmetics production the Indian way

In addition to her theoretical work, Elisabeth Sigmund investigated the Indian cosmetics market and came across packages of ayurvedic herbs with poetic advertising: "If you use this cream regularly you will become as bright and beautiful as the fullmoon." She also came into contact with products that are damaging to the skin,

for example a day cream named Himalayan Snow, a bleaching cream that could result in unsightly eczema, as Dr Kaura informed her. Once she had run out of her own cosmetics, Elisabeth Sigmund produced cosmetics adapted to the Indian climate. For example, she could not get any sage so instead produced a foot bath using camphor. She also made a rose cream for Dr Kaura's wife. She found the ingredients for her skin care products in a quarter of Mumbai where she was able to buy plants, beeswax and essential oils.

An offer to stay

A millionaire who was an acquaintance of Dr Kaura's offered Elisabeth Sigmund the chance to open a beauty salon in Mumbai. He said that he would send plenty of customers her way and in two years she too would be a millionaire. He would also find a job for her husband. Elisabeth Sigmund thanked him for the offer. The year spent in India had been very important to her and she had learned a lot, but one year was enough. It was not somewhere she wanted to stay forever and build a new life.



1 Elisabeth Sigmund with a dealer selling supari, a mixture of different plant ingredients that promotes digestion and is sometimes chewed by the spoonful after a meal; 1961/1962.

2 Hasse, the son of Elisabeth Sigmund's friend, studied yoga intensively in Stockholm; 1950s in Sweden.

3 This street seller advised Elisabeth Sigmund to use camphor instead of sage in a foot bath; 1961/1962.



Elisabeth Sigmund and Hasse returned from India on a freight ship. It took four weeks to reach Venice, from where Karl Sigmund picked them up in his car; 1962 in Beirut.



Neem (Azadirachta indica)

The ayurvedic doctor, Dr Kaura, taught Elisabeth Sigmund a great deal about Indian plants, particularly about neem (Azadirachta indica), the holy Indian tree. Neem extracts have been used in India for centuries due to their anti-inflammatory and moisturising properties. As yet unknown in Europe at the time, Elisabeth Sigmund later used this nurturing plant in the formulations for Dr. Hauschka Revitalising Hair & Scalp Tonic, Strengthening Hair Treatment, Neem Nail & Cuticle Oil and Clarifying Day Oil.

Cooperation with WALA: the development of Dr. Hauschka Skin Care

After returning from India, Elisabeth Sigmund came into personal contact with WALA: the beginning of Dr. Hauschka Skin Care.

Cosmetics that fit in with WALA

For some time, Dr Rudolf Hauschka (1891–1969), the founder of WALA in Eckwälden, had been looking for special skin care products that would fit in with WALA. These were to extend the range of WALA medicines that had existed since 1935 in the area of healthcare. He sent letters to anthroposophical doctors and cosmeticians outlining his search. Elisabeth Sigmund had been ordering preparations for her skin care products directly from WALA in Eckwälden since the 1950s. That possibly explains why she too received a letter in 1962. After receiving her 11-page reply, Rudolf Hauschka immediately invited her to visit him. In summer 1962, she travelled to Eckwälden with her husband at the beginning of their holidays in order to present her skin care concept in person.

The entire WALA management team, including the developers and doctors, was so impressed by her presentation that she ended up having to stay for her entire holidays.

Between Sweden and Eckwälden

In 1963 and 1964, Elisabeth Sigmund travelled to Eckwälden on multiple occasions to spend several weeks working with the

WALA developers. The rest of the time, she worked from Sweden. The WALA developers regularly sent her test ranges of the manufactured products with varying formulations, which she tested on both her beauty salon customers and herself. She sent letters back to Eckwälden with her observations.

Healing skin care by Elisabeth Sigmund

In June 1967, 'Dr. Hauschka Heilende Kosmetik nach Elisabeth Sigmund' (Dr. Hauschka Healing Skin Care by Elisabeth Sigmund) was launched. The first range included cleansing cream, face toner, facial oil, nourishing face milk, day cream, rose cream, skin treatment, lip balm, eye compresses and silk powder. In 1972 the new skin care line changed its name for legal reasons to Dr. Hauschka Kosmetik-Präparate nach Elisabeth Sigmund (Dr. Hauschka Skin Care Products by Elisabeth Sigmund). In 1978, this then became Dr. Hauschka Skin Care. In July 1967, all expectations had been exceeded, with 5,000 packages of the new skin care products being sold, even to countries such as South Africa and Sweden, where Elisabeth Sigmund provided the local importers with support and training.

As newly developed preparations were being sold, WALA developed existing and new products further, for example skin care products for blemished skin.

Relocation to WALA

The Sigmunds were still living in Sweden but the calls for them to relocate to Eckwälden became increasingly persistent. Only Elisabeth Sigmund was able to answer the growing number of customer letters with questions about the healing

cosmetics, but the time taken to get a response from Sweden led to delays.

In 1969, after 20 years in Sweden, the Sigmunds left behind the life they had built there and began again for the third time in Eckwälden. Karl found a permanent position at WALA, while Elisabeth Sigmund took care of customer enquiries, visited trade fairs and held presentations, as well as working on further developments to the products.



The pharmacist Rudolf Plantener, Elisabeth Sigmund and the chemist Dr Reinhard Schoppmann (from left to right) formed the first development group for the new 'WALA skin care' in 1964.

1 Elisabeth Sigmund and Max Kaphahn (1894–1975), one of the co-founders of WALA, in front of the WALA building in Eckwälden; probably in 1962.

2 WALA received euphoric feedback from the first users of the healing skin care products. For example, an anthroposophic doctor from Freiburg said: “These preparations are a pure joy to use and I can fully recommend them to my many patients. I have never experienced such good quality in the cosmetic sector.”



1



2

“Even nowadays, ‘ornamental’ or decorative cosmetics can only exist if they also help to regulate the skin.”

Elisabeth Sigmund*

*Vademecum for cosmetic practice; probably 1974



1



2



3

1 The first make-up products (three eye shadows and three lip shades) came onto the market in 1981. They could only be obtained from Dr. Hauschka estheticians.

2 The current Dr. Hauschka Make-up range comprises over 80 products.

3 Rose wax and extracts from the petals of Damask roses (*Rosa damascena*) round out the Dr. Hauschka Make-up range.

Her many experiences of the theatre during her time in Jena and with her own theatre group in Stockholm gave Elisabeth Sigmund a strong affinity for make-up. She therefore completed a course in historical stage make-up. In 1967, she suggested the development of make-up to WALA and worked on the topic with the WALA developer Wolfgang Roth-Bernstein, who focussed on work with durable colour pigments of plant origin.

In 1981, the first Dr. Hauschka lip and lid shades came onto the market.

Since 1999, a complete make-up range has been available, with products from Foundation to Lipstick, Mascara and Eyeliner. This was completely revised and expanded in 2017. Just like Dr. Hauschka facial care, Dr. Hauschka Make-up contains valuable medicinal plants and natural ingredients.

Dr. Hauschka esthetician training

In 1971, Elisabeth Sigmund began teaching cosmeticians the special treatment method which she had developed and tested in her beauty salon in Sweden.

Initially, Elisabeth Sigmund did not actually want to train others to perform the skin care treatments with lymph stimulation and facial exercises as she was worried that the trainees could use what they had learned incorrectly. Finally, the cosmetician Anneliese Horn talked her around.

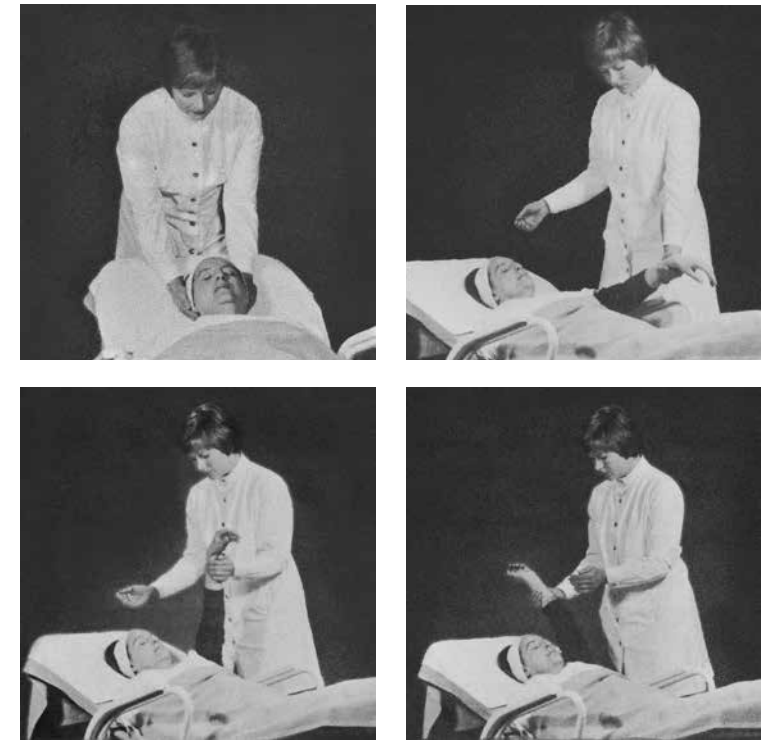
From the first ever Dr. Hauschka esthetician ...

In 1970, Anneliese Horn completed a cosmetics course in her home town of Stuttgart. After many months of training in conventional cosmetics, she left the course with rosacea, a skin disease. Her anthroposophic family doctor had heard about the new 'WALA skin care' and recommended that if she wanted to work as a cosmetician, she should use this. Anneliese Horn got in touch with Elisabeth Sigmund through WALA.

After thinking about it for a few months, Elisabeth Sigmund agreed and trained Anneliese Horn as the first ever Dr. Hauschka esthetician in January and February 1971 during several weeks of one-on-one lessons.

... to a trainer

As Dr. Hauschka Skin Care was still little known in the early 1970s, Anneliese Horn's beauty salon was slow to take off. Elisabeth Sigmund therefore suggested that she should go to trade fairs and conventions for WALA and give presentations on skin care at health food stores. After Elisabeth Sigmund had trained several more cosmeticians, she also started referring interested candidates to Anneliese Horn, who took over the Dr. Hauschka esthetician training from 1975.



Anneliese Horn, the first ever Dr. Hauschka esthetician, treats Elisabeth Sigmund. Pictures from the training brochure, 'Vademecum for cosmetics practice', probably from 1974.



1 Even today, Dr. Hauschka treatments for the face and body still begin with a foot bath.

2 Lymphatic stimulation, performed with hands and brushes, is still a focal point of all facial treatments.

3 Stroking movements on the head and neck, arms and hands and legs and feet relaxes most people.

4 Wrapped up warmly and with good circulation is the best way to enjoy Dr. Hauschka products.

There are now over 700 Dr. Hauschka estheticians working in Germany, with an additional 1,500 around the world. Qualified cosmeticians receive further training to become Dr. Hauschka estheticians directly in Eckwälden. In addition to the Dr. Hauschka Classic Treatment, they also offer many variations and a holistic body treatment. The Dr. Hauschka treatment is still based on Elisabeth Sigmund's methods.





Elisabeth Sigmund in 2004

Studying and disseminating knowledge

After the Sigmunds both retired from active professional life at WALA, Elisabeth Sigmund continued to pass on her knowledge about skin care in both presentations and writing.

The set-up work had been done, Dr. Hauschka Skin Care had established itself and many processes had become routine. Elisabeth Sigmund had passed on her knowledge. She was able to leave the every day work to others and enjoy her retirement with her husband Karl, who had been retired since the late 1970s. But by no means did this mean that she came to a standstill. Together, the Sigmunds arranged anthroposophic presentation evenings, while Elisabeth Sigmund continued to pass on her knowledge of skin care by giving presentations and writing about cosmetics-related topics.

Until the end, she welcomed WALA employees who sought advice and asked her questions about treatments and new product developments. She thought the new products were great and was excited about the ideas that the new generation was coming up with. When she died on 20 December 2013, she was still interested in changes and new developments and always said: "I think of myself as part of WALA."

Legal notice



Many Dr. Hauschka products and treatments
in the current range go directly back to
Elisabeth Sigmund:

- Cleansing Cream
- Facial Toner
- Renewing Night Conditioner
- Rose Day Cream
- Clarifying Day Oil
- Sage Purifying Bath Essence
- Silk Body Powder
- Dr. Hauschka Classic Treatment
- Facial Exercises

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