



100 years of success at L. A. Schmitt GmbH – with a passion for cosmetics, the highest quality standards, and a spirit of innovation

L.A. Schmitt GmbH is celebrating a very special anniversary: For 100 years, the company has stood for high-quality, German-manufactured cosmetic products; a unique combination of tradition, innovation, and responsibility.

Over the past 100 years, it is not only the cosmetics industry that has changed—social changes, crises, and economic challenges have also shaped the company.

“
Our history is the basis on which we build the future. We combine proven principles with new ideas and technologies, always with the goal of providing people with responsible cosmetics
”
Ivo Petschke, Managing Director

Anniversary celebration for the region

In September 2025, the company celebrated its 100th anniversary with a festive ceremony. In addition to guests from politics, business, and long-standing partners, the company also opened its doors to the public as part of an open house event. At the same time, the new production hall was officially dedicated.

The company’s successful history

Since 1925, L. A. Schmitt GmbH has been developing and producing cosmetic products for pharmacies and specialist retailers



Dong-Myung Kim, CEO La Cultura Verde, and family

to meet specific requirements, and has always remained true to its principles. The company stands for quality “made in Germany,” fair partnerships, and pleasure in innovation. At the company headquarters in Ludwigsstadt, the company is using its experience to set new standards in modern skin care.

With its highly flexible order production, L.A. Schmitt has conquered a niche market and offers its customers not just innovative cream recipes, but a complete set of processes and services, from research to manufacturing, through to successful market placement. Exploiting attractive sales channels makes L.A. Schmitt a valuable partner to companies.

Securing the future, exemplifying responsibility

Under the leadership of Ivo Petschke since 2018, and the ownership of La Cultura Verde Ltd. since 2022, L.A. Schmitt has become more international than ever, without losing sight of its own values.

Investments in the location, employees, and sustainable processes ensure stable jobs and long-term competitive capability.

In September 2025, a new 500-square-meter production hall was put into service. Here, the company produces products for the global market, including the “Frauka” product line, specifically designed for the Korean market.

In contrast to many companies’ striving for volume and economic growth, the foremost goal at L.A. Schmitt has always been quality. This path will also determine our future orientation.



Inauguration of the new production hall

History

Founded in 1925 by Ludwig A. Schmitt in Leipzig, the company has grown from a small manufacturer of creams and oral hygiene products for pharmacies into a modern, internationally oriented cosmetics operation.

The launch of the Escoderma brand in the 1930s laid the cornerstone for a product line that has expanded across the decades. The Escoderma product line consisted of simple moisture creams formulated as W/O emulsions. New products, such as shaving cream and shampoo, were introduced, along with a sales force to assist pharmacies. In the oral hygiene sector, L.A. Schmitt held a key position on the German market with brands such as “Denticura,” “Dondotent,” and “Mundadent,” among others.

The move to Ludwigsstadt in 1953 marked a significant milestone. There, the company invested constantly in modern infrastructure, sustainable technologies, and an expanding product line. The most recent investments were made in 2021, in the energy-efficient renovation of the administration building and the new construction of a state-of-the-art production facility.

In the 1960s, the company introduced special sun-care products, and in the 1970s, began expanding its cosmetic brands into the international arena with activities in Switzerland, Austria, Italy, and France.

In the 1980s, L.A. Schmitt introduced many new products and increasingly focused on pharmacy product lines. With the takeover of the Berlin company BERNOTH, the company secured its market position.

At the end of the first decade of the new century, critical, future-oriented decisions were made to incorporate the company into a network of strong companies. These now covered the entire spectrum of skin care cosmetics – from research into new process technologies and the resulting development of innovative products to attractive sales channels and consulting services for developing and marketing complete brands in the interests of customers.

With the renovation of the administration building in 2021, the change of managing directors in 2023, and the construction of a new production building, L.A. Schmitt has secured its successful position on the market.

Core competencies

From formulation to packaging selection, certifications, evaluations, and the desired product tests, customers can rely on L.A. Schmitt's experience. In the natural cosmetics sector, L.A. Schmitt also has the necessary expertise in sourcing appropriate raw materials and in procuring high-quality, sustainable products.

Own brands

As the owner of various brand rights, L.A. Schmitt addresses the desires of today's demanding customers with its product lines.

L.A. Schmitt's brands:

- Natural Wellness
- Nature Factory
- Maravilla
- Elasco
- Bernoth
- Escoderma
- Frauka

Development, production, filling

An experienced team is the basis for high-quality products and guarantees a smooth process from development to the final product. L.A. Schmitt meets the most demanding standards at every step and produces emulsifier-free cremes.

The company's modern and flexible machine park enables the custom-tailored manufacturing of cosmetic products, both in small series and in large quantities, for the mass market.

The ingredients are mixed under ideal hygienic conditions, filled, packaged, and labeled on product lines. The production process also includes time-consuming stability tests under various climatic conditions.

Private label manufacturer L.A. Schmitt

High-tech production processes, deep experience, and collaboration with various research networks are among the benefits L.A. Schmitt's customers stand to gain. ■



The new production hall