

Dow Jones Reprints: This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers, use the Order Reprints tool at the bottom of any article or visit www.djreprints.com

- [See a sample reprint in PDF format:](#)
- [Order a reprint of this article now](#)

FASHION

A Frenchwoman's Secret Beauty Weapon

Pure Altitude Baume des Montagnes repair balm is a jack of all trades

By AUDE LAGORCE

Nov. 14, 2013 5:55 p.m. ET

COULD THERE BE a more fitting hometown for select beauty brand Pure Altitude than the ever-so-chic mountain resort of Megève, nestled in the valley below Mont Joly (Mount Pretty!) in the heart of Haute-Savoie?

We don't think so. For skin that is smooth and glowing from a high-altitude ramble is exactly what the range, launched 10 years ago by the owners of überposh hotel and spa Les Fermes de Marie, promises to deliver.



AT ALTITUDE: Pure Altitude's Baume des Montagnes none



Les Fermes de Marie Les Fermes de Marie / L. Di Orio, MPM, T. Shu & DR

The products, inspired by their Alpine surroundings, feature local ingredients like edelweiss, a mountain plant known for its antioxidant and regenerating properties.

The minimalist packaging of the range, all silver and icy tones, is a good match for the effortlessly stylish, crisp-white-shirt and invisible-makeup type of French woman who is the brand's best customer.

And if she had to pick a favorite, it could only be Pure Altitude's Baume des Montagnes (€24 for 50g), an SOS repair balm for fixing all minor scrapes and skin problems.

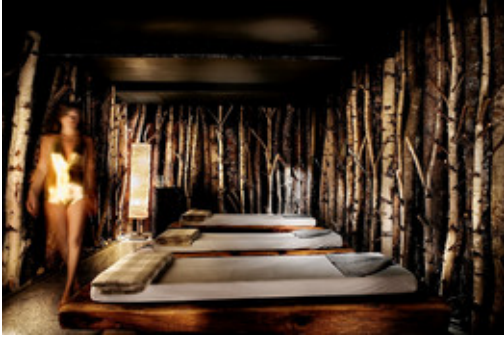
First launched in 2004, it was recently reformulated after a short break. And don't let the humble little aluminum tin fool you: it's a true panacea.

This unique combination of shea butter, edelweiss and essential oils can be used for just about everything from soothing chapped lips to smoothing rough elbows, fixing eye shadow or calming diaper rash.

Applied as a thick layer, it's also a deeply hydrating face mask. Now close your eyes, take a deep breath—you're in the mountains.

Pure Altitude is still a well-kept secret, but you can pick it up in more than 200 locations in France, and some European countries, or order online from pure-altitude.com.

—Aude Lagorce



Spa Pure Altitude at Les Fermes de Marie *Les Fermes de Marie*

Copyright 2013 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our [Subscriber Agreement](#) and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit www.djreprints.com