

Press Release

Echinaforce® – trusted for 70 Years

15 November 1955, 20:00 – Registration with the Swiss Federal Institute of Intellectual Property (IPI)

Roggwil, 11. November 2025 – Seventy years ago, Swiss natural health pioneer Alfred Vogel (1902–1996) introduced one of his most renowned herbal medicinal products: Echinaforce®. What began with a handful of *Echinacea purpurea* seeds from North America has developed into one of the company's most widely used preparations – produced according to the same core principles as then: freshly processed, carefully crafted, and in harmony with nature.

From Seed to Medicine

To this day, A.Vogel continues to study the fascinating properties of *Echinacea purpurea* and investigates in scientific studies how fresh plant preparations may support the body's natural defenses. The company consistently relies on scientific evidence and cross-product quality standards: each batch is tested for purity, content, and stability and complies with the stringent requirements of Good Manufacturing Practice (GMP). Echinaforce® is among the world's most extensively researched herbal medicinal products for the treatment and prevention of viral respiratory infections.

"Echinaforce® embodies what A.Vogel has stood for over the past 100 years – research, craftsmanship, and respect for nature. This balance between tradition and modern science forms the foundation of our success," says Andy Suter, CEO of A.Vogel AG.

Quality Through Craftsmanship and Experience

The enduring success of Echinaforce® over seven decades is no coincidence: proprietary seeds, controlled organic cultivation, hands-on care, and processing within 24 hours of harvest ensure consistent quality. More than **160 quality checks** accompany the manufacturing process – from seed to finished product. This meticulous production ensures that the characteristic constituents of the fresh *Echinacea* plant are preserved in every bottle of Echinaforce®.

A Legacy Evolving with Time

Today, Echinaforce® is distributed in more than 30 countries worldwide, symbolizing the connection between nature, research, and careful craftsmanship that has defined A.Vogel for over a century.

About A.Vogel

Founded in 1923 by Swiss naturopath **Alfred Vogel (1902–1996)**, **A.Vogel AG** develops, produces, and distributes herbal medicinal products, food supplements, and foods made from fresh plants. Research, sustainability, and a deep respect for nature are key pillars of the company's philosophy. A.Vogel employs more than **500 people worldwide**, around **170 of them in Switzerland**.

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