

A conversation with Guido Kaiser, Director International Sales Düllberg Konzentra

EURO COSMETICS: *You create fragrances. What are the key ingredients you need to do this?*

Guido Kaiser: The main thing we need is an unerring instinct for the needs of our customers. And then, of course, the very best, top quality, raw materials and creative perfumers with international experience. Finally, the passion our employees have for our products is essential, as is having the most advanced analytics, state-of-the-art production techniques and seamless quality controls.

EURO COSMETICS: *How do you decide which fragrances to offer your customers?*

Guido Kaiser: Often, the specifications we are given in the customer's briefing define the framework for a fragrance. Working from this basis, we formulate matching fragrance profiles. The requirements are often highly complex: the fragrance has to comply with the latest trends, it must be a good match for the target group's tastes and fulfil specific national preferences. We also have to ensure that the product complies with customer restrictions, such as not using particular ingredients, and that it is technically stable. Naturally, we proactively observe trends and markets, and based on these findings we offer our customers new fragrance concepts and ideas. For instance, under the name Natura we specifically develop and market natural fragrance compositions, which have been exceptionally well received by our customers.



Guido Kaiser, Director International Sales Düllberg Konzentra

EURO COSMETICS: *Essential oils play an important role. What are the most important raw materials for you?*

Guido Kaiser: The sheer variety of different essential oils makes them so indispensable for our fragrance creations. Depending on how we use them in the composition of perfume oils, they can play a leading or supporting role for the character, the performance and the profile of the creation. In oral care, which is a hugely important business segment for us, we use a slightly narrower range of oils. Peppermint oil, menthol and eucalyptus are vital to create the flavours our customers want and fulfil consumers' expectations with regard to freshness and cleanness.

EURO COSMETICS: *Fragrance compositions play an important role, too. Do you have special "noses" in your company, or do you leave this side of things to the perfumers?*

Guido Kaiser: The creative development of fragrance compositions is the task of the perfumers. Seven perfumers from five nations work for our company. Equally important are our evaluators, whose job it is to assess and select the fragrances with regard to their specific application, as well as our sales experts, who are familiar with all our customers' preferences. We also include consumers in the fragrance development process by asking them to test new fragrances in internal and external consumer

panels. Naturally, it goes without saying that our fragrances have to hold their own in a comparison with benchmark scents.

EURO COSMETICS: *Analytics are the linchpin of your company. Could you explain this in more detail for our readers?*

Guido Kaiser: Yes, that's quite right: analytics are a crucial element in our quality control processes, both for raw materials and our own products. With the aid of enantioselective gas chromatography we can analyse both individual fragrances and fragrance blends very precisely and detect the presence of even the minutest quantities of all the substances in the fragrance. This allows us to ensure consistent quality standards for our products and enables us to reproduce them with absolute precision, both of which are very important factors in establishing and maintaining a bond of trust with our customers.

EURO COSMETICS: *Creativity plays a major role in your work. It takes several different factors to successfully establish a new product. Can you tell us which these are?*

Guido Kaiser: Well, firstly and most importantly, the new product has to be inspirational and spark desire. To do this, it must reflect current trends perfectly and support our customers' innovation processes. This means that we always have to be ahead of our time in the development of a fragrance, a process that can take several months. In order to "predict" new trends we seek inspiration in music or fashion, for example. We also closely observe other trend-driven sectors, such as the food industry.

EURO COSMETICS: *Everyone's talking about natural cosmetics right now. Where do you see this trend going in the future?*

Guido Kaiser: Quite some time ago we started intensely focusing on the development of

natural perfume oils. Natural cosmetics are still very much at the beginning of their development, but I believe that in the next few years this segment will become more and more important and firmly establish itself on store shelves - initially mainly on the European market, but soon also globally.

With our Natura range Düllberg Konzentra is one of the leading suppliers of all-natural perfume compositions. The range includes a wide choice of different fragrance profiles, and we are continually creating new compositions in order to meet the strong growth in demand.

EURO COSMETICS: *Customers demand exceptional purity and quality. How do you ensure that your products meet these requirements?*

Guido Kaiser: We have a very stringent quality management system and seamless quality controls. As a GMP-certified company we bear a considerable responsibility, which we take very seriously. We have direct access to the origins of our raw materials and we define the quality standards for the materials we use ourselves. The path of every product - from the raw material supplier to the customer - is 100% traceable in our company. We work only with carefully selected suppliers whom we regularly audit. We operate our own distillation and rectification plants, which enables us to fine-tune the physical and chemical properties of our essential oils and raw materials to balance any natural variations and ensure a consistently high quality standard.

EURO COSMETICS: *Your company is an established, medium-sized enterprise which operates internationally. Where do you see further development potential?*

Guido Kaiser: Our markets are highly dynamic and innovation is one of the most crucial conditions, both for our customers

and for us to ensure that our company continues to thrive in a highly competitive market. At the same time, this also creates great opportunities. We aim to open up new markets, gain new customers and expand our existing business. In all we do, our actions are guided by prudence and we take care to use our resources purposefully and systematically.

In addition to our core European market, our business is currently developing exceptionally well in the Middle East, where we opened a subsidiary in Dubai in 2008. We intend to grow here and expand our area of operation. India and Africa are also very exciting markets for us; they offer a vast potential and we intend to continue to invest and expand our organisation here.

EURO COSMETICS: *Natural ingredients for perfume manufacturing are becoming scarce, have been prohibited or can no longer be used due to species protection regulations. Do you believe that the art of perfumery can still flourish despite these restrictions?*

Guido Kaiser: Naturally. Because we use natural products we bear a very great responsibility for our environment and for future generations. Sustainability and "responsible care" take top priority for us. Happily, many restricted ingredients can usually be replaced with acceptable substitutes. The industry stopped using ingredients that come from animal sources a long time ago - and nobody misses them. Research is constantly finding new and better alternatives. Often, creativity is even enriched through these new ingredients.

EURO COSMETICS: *Thank you for this interview.* ■