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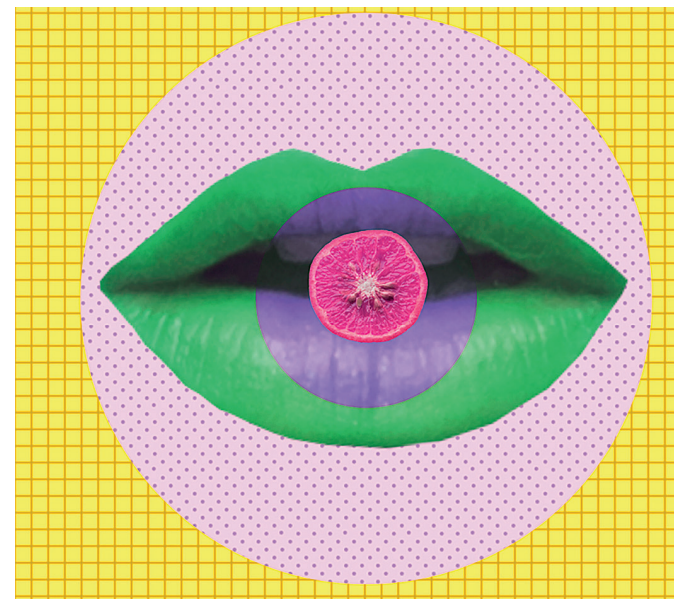
» Sustainability is also in
the hand of the consumer «

EURO COSMETICS: For over 85 years, Düllberg Konzentra has been a byword for creativity, experience and expertise in the fragrance industry. Can you tell us a little bit more?

Christian Lüke: Düllberg Konzentra stands for many years of experience and knowledge of essential oils and perfume oils. In today's world, more so than ever, these strengths inspire and cross-pollinate each other. Creativity, experience and expertise are key qualities if you want to master great waves of change. As the trend towards nature and natural products continues undiminished alongside other trends, such as a longing for security and escape from everyday life, consumers are increasingly turning to natural or more natural fragrances. Our calling is to breathe the soul of nature, i.e. essential oils, into them. Our profound knowledge of using and combining fragrances, underpinned by the openmindedness of our perfumers, always yields new and uniquely fascinating fragrance ideas.

EURO COSMETICS: Your latest move is a fresh interpretation of the topic of sustainability with a surprising twist. Can you talk us through the new concept?

Christian Lüke: Sustainability, nature and creativity are not mutually incompatible. Today's consumers seek new sources of inspiration, they want to be entertained and emotionally touched. On one

Interview with Christian Lüke,
Head of R&D & Marketing at
Düllberg Konzentra

hand, consumers are taking a more conscious approach to their purchases; on the other, nature is not as dull as it may have seemed a while ago. This means that exaggeration can be used as a stylistic device, and our "Freaky" range shows what can be done in the worlds of nature and perfumery if you approach it with a bit of humour.

EURO COSMETICS: Where did this idea come from?

Christian Lüke: How do nature, sustainability and fun go together? Our idea was to use natural ingredients to recreate today's synthetic, retro-pop vibe; in other words to look at it from the completely opposite direction. This led to the development of some very remarkable natural perfume oils, which we are supporting with bold over-communication.

EURO COSMETICS: Products made from renewable raw materials, which can be processed without hazardous substances, are very popular with consumers. Can you tell us about your sustainability strategy?

Christian Lüke: Sustainability is a really big and exciting issue, but it is also highly complex. In our context, it isn't limited to the type of perfume or essential oils used: sustainability has many facets, including sourcing, the use of raw materials and working with new labels like Clean Beauty, for which there is considerable consumer demand. For us, sustainability should never be about greenwashing, but should manifest itself as a recommendation for action throughout our company. Sustainability should shape and inform all types of work and development options, and it ranges from the potential and conscious use of essential oils or raw materials all the way to sustainable energy advice for our new extension building in Hamburg.

EURO COSMETICS: So how do you unite sustainability and profitability?

Christian Lüke: Both are mutually dependent and I believe that carefully balanced sustainable behaviour can be a new way of creating value. Sustainability and profitability move along a broad sliding scale, from 'A dead planet is also bad for the economy' to

'A dead economy is also bad for humans'. What we need to do is to stick to a course of action that is consistent, respectful and conscious of the impact on the environment. We need to strike a balance between protecting nature and mankind on one side, and economic activity on the other. I believe this is an area where consumers can play a key role: by using the power of their purchase decisions they can choose to drive eco-conscious, responsible behaviour and thus also influence the economy. "Cheap and always available" is no longer in line with fair, eco-friendly action.

EURO COSMETICS: What makes your products so successful?

Christian Lüke: The fact that they are always on target. Offering our customers exactly the modern, future-oriented products that they and their customers want is a huge challenge and a fine art, and it is something we achieve by listening carefully and by applying our professionalism, experience and instinct for the market.

EURO COSMETICS: And how do you maintain your high quality standards?

Christian Lüke: Quality is one of our company's most fundamental principles. It is flanked by process-related quality measures and a high degree of control and automation. Made in Germany, Made by Düllberg-Konzentra – these are pledges that we want to deliver on every day. Naturally, this includes re-examining our behaviour day in, day out, and also a deep commitment to constantly optimising our processes and products.

EURO COSMETICS: How do you identify trends and deliver them to your customers?

Christian Lüke: Trends are continually buzzing around us, and recognising them and then creating the perfect products that reflect these trends is a real challenge. We are inspired by our own sense of curiosity and appetite for all things new and incredible, by travels to many different countries, and also through our cooperations with trend scouts. First and foremost, though, we identify trends by engaging with our customers and exchanging ideas. The ability to present these in an accessible style that chimes with the spirit of the times is one of our new recipes for success.

EURO COSMETICS: The global demand for perfumes and fragrances has grown steadily and is expected to continue to do so in the coming years. How do you see the market developing and what can we expect from Düllberg next year?

Christian Lüke: Perfumes are like art or fashion. Life would be dull without them. Fragrances touch us and inspire us, regardless of whether they come as a classic eau de parfum, a bath oil or a scented candle. They make our everyday life more pleasant and even help us, for instance in medicinal bath additives or in detergents and cleaning products. They help us to dream, often without us even noticing. Trend presentation with new, specially designed perfumes creates a wonderful sense of pleasurable anticipation. I am delighted that global demand is rising and I hope that this will boost the well-being of all the earth's inhabitants and give them moments of happiness – perhaps also in harmony with the topic of sustainability. That would be my dream.

EURO COSMETICS: Thank you for the conversation.