



ECO BLING AND RETRO POP:

PUTTING THE FUN FACTOR INTO SUSTAINABILITY

Sustainability is a massive trend, and there are few areas where it hasn't popped up, including marketing and product communication. Fragrance house Düllberg Konzentra shows how to approach the topic with humour and irony.

Everyone's talking about sustainability and there is a downside: the term is becoming diluted, verging on a cliché, meaning that "sustainability" is losing its impact in communications. The fragrance house Düllberg Konzentra, headquartered in Hamburg, is setting out to change that. "Naturalness and sustainability have definitely arrived in the mainstream", says Christian Lüke Head of R&D&Marketing at Düllberg Konzentra. "They have become the new normal. Eco is good, right and sensible – and that's perhaps why it is almost a bit dull."

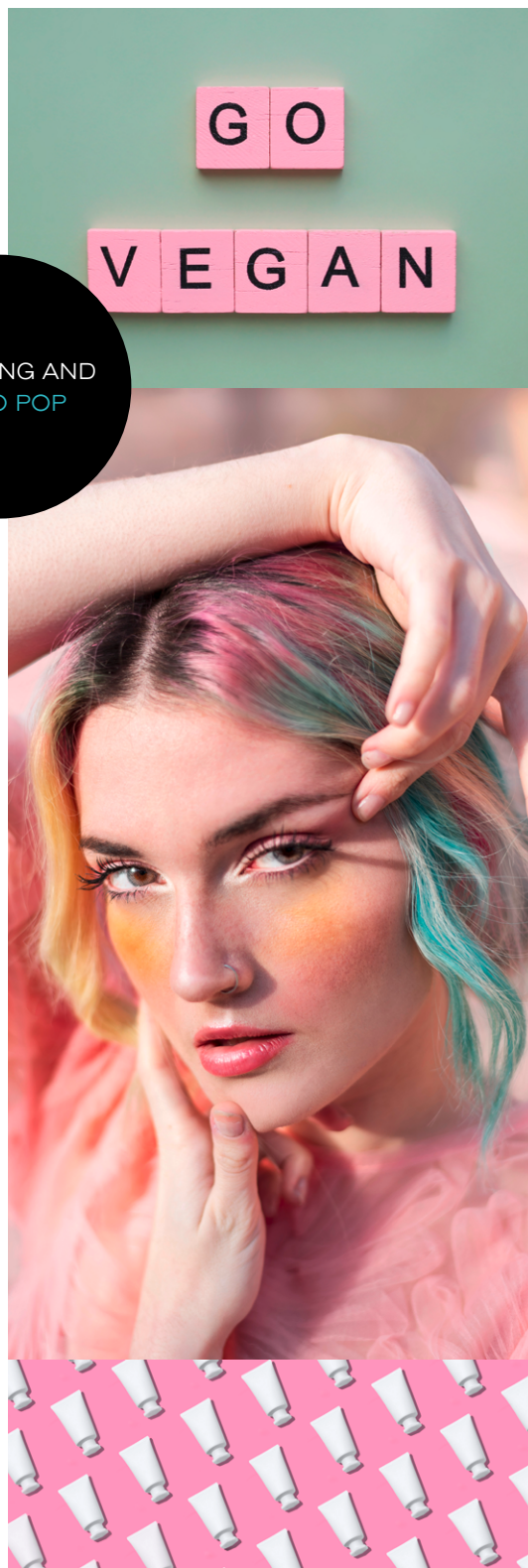
Düllberg Konzentra has taken this insight and used it to fire up a new concept for skincare products: Freaky opens up a new playing field for how we think about sustainability – and also shows that you can take a serious topic and make it even more impactful by adding some fun. Christian Lüke: "For us 'Go green' means – 'Go freestyle!'"

The underlying idea extends beyond launching appealing new fragrance formulations: Freaky is an overall concept comprised of several products, complete with matching colour worlds and sophisticated wording. It is a world that seems to have been turned on its head: natural formulations that imitate synthetic ingredients and are then garnished with a colourful retro vibe.

"Eco Bling" is playfully cheeky with effective textures and intentionally loud, bold colours. "Of course, all the ingredients, materials and formulations are eco-friendly and sustainable", says Christian Lüke. "Retro Pop" takes a different approach and is an ironically kitsch homage to the late 80s and the beginning of the 90s: think early Photoshop, MTV style and Stranger Things.

The ranges poke fun at the greenwashing that marks out much modern marketing: "Terms like 'naturalness' and 'sustainability' have lost their appeal, while buzzwords such as 'vegan', 'gluten-free', 'lactose-free', 'caffeine-free' or even 'frutan', have spilled over into other areas of life, reaching far beyond food and cosmetics into fashion, furniture, toys or even travel", says Lisa Achilles, Marketing at Düllberg-Konzentra.

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Lisa Achilles advises caution when using supposedly positive descriptions like 'vegan'. "They do not necessarily contribute to the success of a product, even if they are applicable. What is appealing for one person, can be interpreted by another as: 'This product is not made for me, so I'm not buying it.'"

Freaky uses obviously absurd and lurid eco declarations to ironically poke fun at the excessive use of greenwashing in communications. Lisa Achilles describes it as "a peaceful but also powerful form of activism." "We are parodying the way that some people seem to want to see a long list of hip, green words." The result is astonishing ingredients like 100% caffeine-free lavender, lactose-free grapefruit and sugar-free rosemary.

Düllberg Konzentra's recipe is to counter media overkill and over-communication with humour and consumer insights. Lisa Achilles: "We don't want to take 'eco' ad absurdum. On the contrary, we want to celebrate nature and sustainability with deep relish, and at the same time ironically illuminate a questionable trend. We are striking back with reason, using its sharpest weapons: humour and creativity."

Freestyle eco – unusual formulations for sustainability with a smile

The six product concepts in our 'Freaky' brand include a 'Natural Fruit-Energy Cream' with Pure Power Berries – and 100% lactose-free raspberry combined with passionfruit and cranberry extracts. For the fragrance, Düllberg Konzentra has created a fresh, fruity composition with a light sweet note: mandarin, lemon and orange in the top note, passion fruit and raspberries in the heart and a base of sandalwood and vanilla.

The key ingredients in the Super Natural Relaxing Cream are 100% caffeine-free lavender and eucalyptus. This lush cream hits the spot with an aromatic, herbal, oriental blend of bergamot, orange and coconut in the top note, lavender and eucalyptus in the heart and patchouli and vanilla in the base.

Elemental Force Cream, a "Natural Herb Bomb", brings 100% sugar-free rosemary and mint to the game, kicking off with lemon and a green accord, adding rosemary, th

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