

ALCHEMY: ADDING MAGIC TO EVERYDAY LIFE

The alchemists were an ambitious bunch, aiming to turn base metals into gold and silver or make a panacea that could heal any illness. Although they didn't succeed, alchemy has never lost its great appeal and fascination. An aura of mystery cloaks the word – and, if Düllberg Konzentra has anything to do with it, will soon also surround consumers.

True perfection, who wouldn't want to achieve it? It's little wonder that alchemists once set out in search of the legendary philosopher's stone – the power that would change people and nature for the better. "From today's perspective, alchemy could be considered the precursor of chemistry and pharmacology", explains Lisa Achilles, Marketing DK at the Düllberg Konzentra fragrance house. "But for many centuries, the boundaries between the sciences were blurred. For example, the famous physician Paracelsus (1494-1541) was not only a doctor, but also an alchemist." Over the centuries, disciplines such as mining and metal processing benefited from the knowledge of alchemists, and even the invention of dynamite or porcelain ultimately owes a lot to their attempts to refine substances. Turning lead into gold was only one of many ideas the alchemists pursued.

THE REDISCOVERY OF ALCHEMY

Today, the beauty industry seems to have rediscovered alchemy: "Modern Alchemy" by Espa and the fragrance studio "The Alchemist Atelier" are just two instances of this rekindled interest. Christian Lücke, Marketing DK knows why: "On one hand, there is a close connection between perfumery and alchemy: the alchemists used techniques such as extraction and distillation, processes that are still employed today to produce natural fragrances or essential oils." There is also the




**The Power
Elixir Natura:**
an aromatic-fresh
composition with
eucalyptus, pep-
permint, orange
thyme, petitgrain,
sage, lavender and
aniseed.

concept of spagyric, the knowledge of separating, processing and reuniting natural plant substances to have an effect on body, mind and soul, which also has its origins in alchemy.

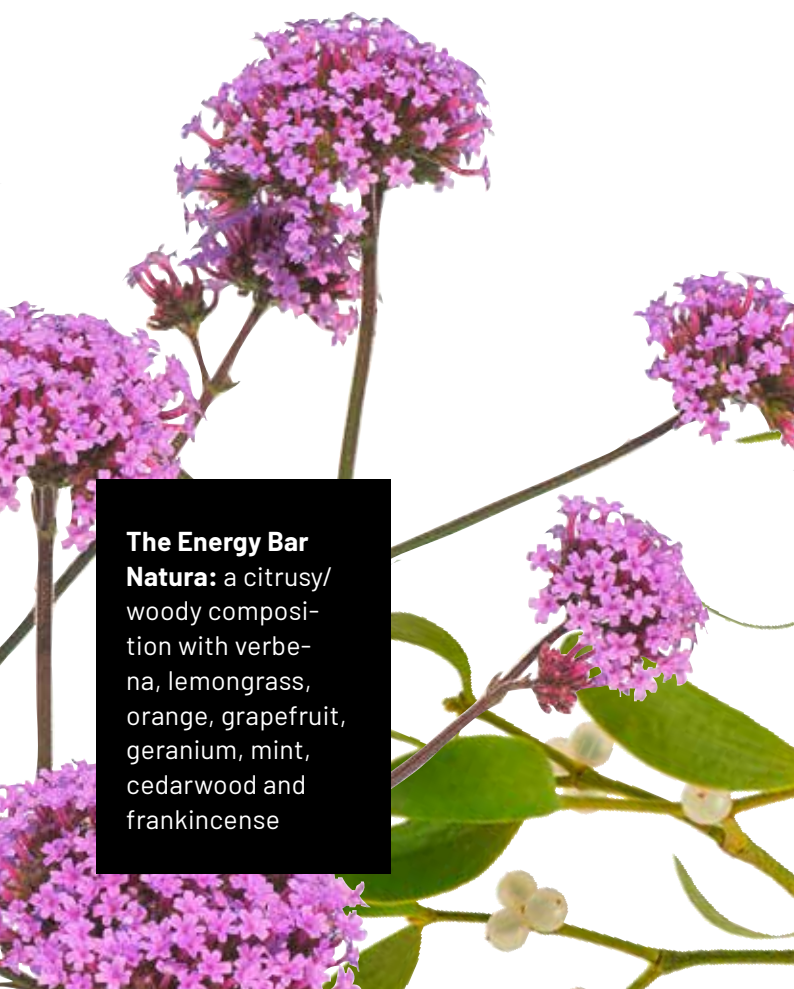
NATURAL FRAGRANCES FOR ON-TREND PRODUCTS

With this historic background, it seems quite fitting that the fragrance house from Hamburg, which specialises in natural essential oils, has named its latest fragrance concept "Alchemy". The concept comprises three compositions that are used in solid shower bars. "What was previously liquid, i.e. shower gel, has become solid: this detail is intended as a reference to the alchemical concept of 'matter'", says Andreas Seibert-Wussow, Sales DK. Everything else is pure nature: the scent concept for the "Energy Bar" uses verbena and mistletoe for an uplifting effect; the "Power Elixir" invigorates the senses thanks to eucalyptus and bay leaf. The third concept, "Pure Sun & Gold", radiates an illuminating freshness with blood orange and St. John's wort.

Andreas Seibert-Wussow, Sales DK: "Our perfumers and product developers have created wonderful products that add sensuality and magic to everyday life. However, marvellous as they are, we still haven't found the philosopher's stone. But, to be honest, I far prefer a fragrant mystery to absolute perfection."



The Pure Sun & Gold Natura fragrance concept: brightening and uplifting with orange, lemon, petit-grain, mandarin, neroli, aniseed, sandalwood and vanilla



The Energy Bar Natura: a citrusy/woody composition with verbena, lemongrass, orange, grapefruit, geranium, mint, cedarwood and frankincense



Düllberg Konzern provides selected essential oils and perfume oils for the fragrance and beauty industry. Contact us for more information:

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