



ONLY
ME

THE JOY OF MISSING OUT:

CELEBRATING PRECIOUS ME-MOMENTS

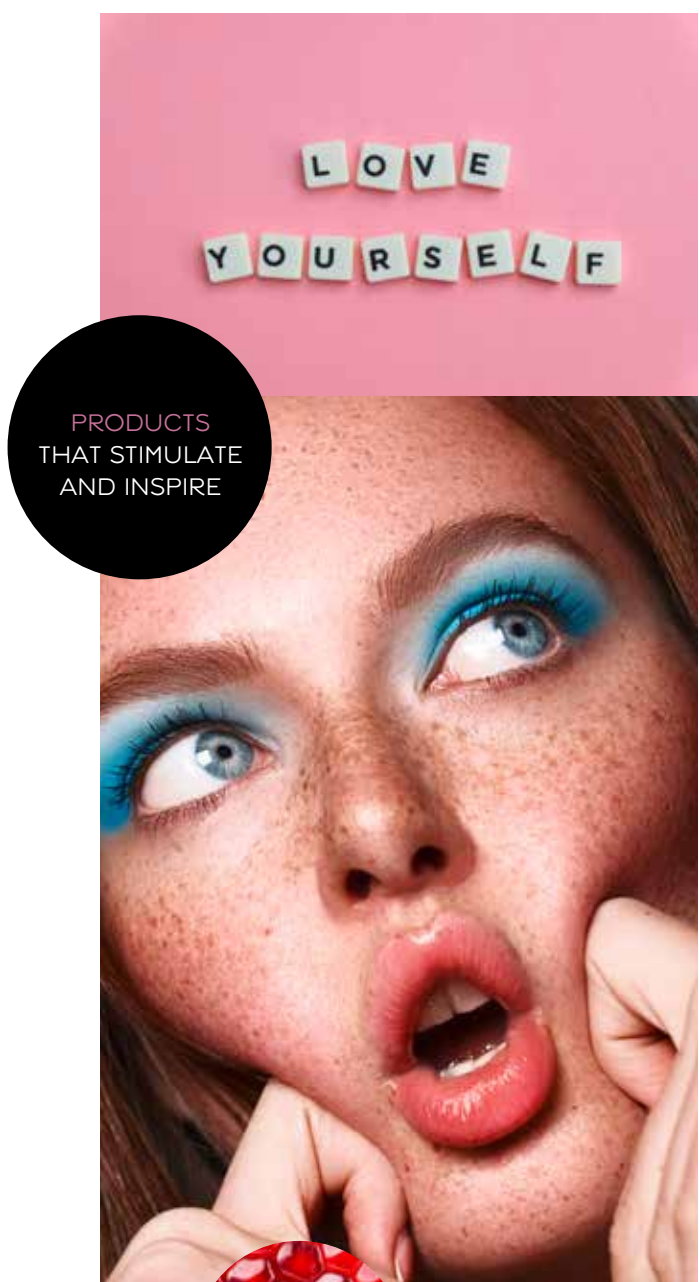
Treating yourself to a short break from everyday life can be balsam for the soul. Some book an appointment at the hairdresser, the beauty salon or a barber shop, others enjoy a personal spa at home. Perfume house Düllberg Konzentra highlights some skincare concepts that help to set the scene for me time.

The world is undergoing massive change, and many people are struggling to keep up. Maintaining a constant digital presence and availability can be incredibly demanding and exhausting. External factors like the pandemic further add to the stress. Increasingly, people are looking for ways to escape the pressure – if not permanently, then at least for a short while.

“For many people, the world isn’t just exciting, it can be too stimulating. This is creating a desire to step away from the busy cycle – at least temporarily. Yesterday’s FOMO (fear of missing out) has morphed into JOMO – the joy of missing out. The thought of taking time for one’s self, for relaxation and for pampering seems more important than ever”, says Lisa Achilles, Marketing DK.

Ignoring social and digital pressure, staying at home, creating an inviting personal environment is a fundamental need that has several faces. One is hygge, which transforms a home into a cosily designed retreat. “Another aspect is what we call ‘emotional care’”, says Christian Lüke, Marketing DK. “These can be personal care products that make you feel good, and which add a sensuous touch to the time you consciously spend on yourself. Their purpose is to nurture a very special relationship – your relationship with yourself.”

This wonderful relationship has steadily gained in importance: a remarkable number of people are single – 16.8 million in Germany alone. Every third person between the ages of 18 and 65 is single, and every second person between 18 and 29. As a sign of how



PRODUCTS
THAT STIMULATE
AND INSPIRE

ONLY ME – THE NEW CONCEPTS

FOR WOMEN

SPA-Wellness – a deluxe personal bathing experience

“The Palace of Self-Care” is comprised of two product concepts for bath foams and body scrubs: Sandalwood & Rose Blossom and Jacaranda & Tonka.

Sweet Delight: delectable cocktail notes for a summer shower

An exotic cocktail: the sweet sparkle of freshly-cut sugarcane combined with vanilla-laden coconut, juicy peach and fruity pineapple.

Cool & Sensual: a cool shower cocktail

Exhale and enjoy: a gentle and slightly fruity hint of grenadine, combined with zesty lime juice and a signature trace of pineapple.



TRENDETTTER #10

norms are changing, more and more people are happy to be single. They enjoy life on their own terms, self-confidently and without needing to compromise on values, desires or self-care.

Düllberg Konzentra's new range Only Me has turned these trends into a compelling range of new skincare products: they stimulate and inspire with incredible scents and an appealing choice of textures, colours. All these factors are presented in a new choice of body care products – and, as a new segment – intimate washes. Lisa Achilles, Marketing DK: "At the heart of Only Me is a modern, fun approach to the whole spa experience. Our products include a great range of fragrance formulations. They are engagingly appetising, sensual and pampering, ranging from exotic notes like jacaranda and tonka to cocktail compositions, crisply fresh men's fragrances and beneficial ingredients like chamomile and lavender."

Creative marketing ideas are the bedrock of the new range. The packaging plays a key role in communicating the positive message of the product, and can invite users to indulge – for instance, by using a specially chosen range of pastel shades in blue, yellow and green. These colours convey a cheerful, positive mood, full of optimism and confidence.

Only Me also stands for a positive and relaxed approach to one's own body. By doing so it continues a school of thought that began in the Eighties with "cocooning": the deliberate retreat from the outside world, the desire to wrap oneself up in a comforting shell. The mindfulness movement of the past years has placed a stronger focus on the individual, on one's own feelings, and, ideally, on more serenity. Only Me embraces this approach and invites us to take a sensuous break from day-to-day life. Lisa Achilles Marketing DK: "Only Me is the Joy of Missing Out come alive. It offers the chance to flick the switch on routine, leave the annoyances of the day behind and treat oneself to some indulgent and intimate me-time."



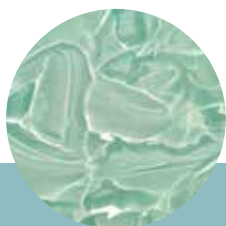
FOR MEN

Bitter Surprise: the relaxing moonshine shower gel

An exclamation mark at the end of the day – and an energetic signal to lean back and indulge in a spot of self-care. The sharp freshness of grapefruit combined with hints of peat and malt, dash of smoke and the earthy, warm scent of hay.

Sparkling & Refreshing: a cool, zingy shower gel

Spicy notes for men's body care: the purity of zesty citrus fruits combined with lively, warm spices like cardamom and black pepper that fade out into the beautiful freshness of peppermint and juniper.



FOR WOMEN AND MEN

My Intimate Wash Lotion: soothe yourself

The range harnesses the benefits of medicinal plants that have been used for thousands of years: chamomile was the flower of the Egyptian sun god Re. The flowers have a calming, anti-inflammatory effect. Aloe vera – the plant of immortality in ancient Egypt – boosts the immune system and acts as an antiviral.

My Intimate Wash Lotion: relax yourself

The below-the-belt wash lotion for a new feeling of freshness: lavender is soothing, relaxing and disinfecting; chamomile is calming and relieves inflammation.



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

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