



THE MAJESTIC  
LION

**AWAKEN THE BEAST IN YOU:  
NEW FRAGRANCE CONCEPTS  
FOR MEN'S PERSONAL CARE**

**Don't we all have an animal inside us? With the new concept "Animalic", the Hamburg-based fragrance house Düllberg Konzentra has designed a range specifically aimed at men. The new fragrances are certain to fire up those hidden instincts we all have – and revitalise the post-lockdown market.**

No, men aren't animals, but they have character – and this character can sometimes be found mirrored in the world of animals: the wolf stands for the wild and untameable; the lion symbolises majesty; the eagle flies free, representing a love of liberty.

"As cunning as a fox, as free as a bird – for millennia, we have attributed certain animal characteristics to humans", says Lisa-Marie Achilles. "There's something figurative and associative about these attributions. The beauty of it is that we can fill these images with life and narratives, and that is precisely what we set out to do with our ultra-sensual Animalics fragrance concept."

#### **A CHOICE OF ROLES AND A PASSION FOR STORYTELLING**

The five fragrances, which are part of the Natura range by Düllberg Konzentra, were formulated especially for men's personal care products. "The concept of masculinity is in flux, throwing up new facets, new roles, new role models all the time. Ultimately, we are all facing new challenges – both across society as a whole, and more specifically within the beauty industry and its activities", says Christian Lüke.

There have been so many different visions of masculinity in the past decades, ranging from the hero to the lonesome cowboy, the softie, the metrosexual – as embodied by David Beckham, and the gleeful provocation of Harry Styles. Now, it's time to turn to the animal world for inspiration to add new facets to the male image – and engage in some fun role play. The Fine Fragrances luxury segment has already set off on safari, with fragrances like Bestium by Carner, CH Beasts by C.Herrera and Portraits by Penhaligons successfully harnessing the wild power of animalism.

#### **A REVIVAL FOR THE POST-LOCKDOWN MARKET**

The dynamism of the different role models is equally matched by the development of the men's personal care market, which has been enjoying considerable growth for some time now. A report published in December 2020 by the US market research company Grand View Research\* forecast that the industry can expect annual growth of 6% until 2027. At the same time, like many other segments, the men's personal care market has taken a battering due to the coronavirus: Euromonitor International found that sales of personal care products had



\* <https://www.grandviewresearch.com/industry-analysis/mens-personal-care-market>

\*\* [https://cosmeticsbusiness.com/news/article\\_page/Cosmetics\\_Business\\_reveals\\_the\\_top\\_5\\_mens\\_care\\_trends\\_in\\_new\\_report/175700](https://cosmeticsbusiness.com/news/article_page/Cosmetics_Business_reveals_the_top_5_mens_care_trends_in_new_report/175700)

shrunk by an average of 3.3% globally, with men's fragrances displaying the clearest drop at 9%\*\*\*. During lockdown, grooming obviously took a backseat.

This is set to change very rapidly, believes Christian Lüke. "As soon as we can move freely in public spaces again, and mingle with other people, the desire to groom will return in full force. Of course, we hope our concept Animalics will act as a trigger – for example as a Limited Edition in existing lines."

#### FROM ELK TO WOLF: FIVE AROMATICALLY ANIMALIC FRAGRANCE COMPOSITIONS

The Animalics concept sees Düllberg Konzentra apply the company's expertise in essential oils and fragrances with customary skill. The concept interprets five powerful animal characters as fragrances: the elk, eagle, wolf, lion and rhinoceros are elevated to Powerful Elk, Bald Eagle, Polar Wolf, Majestic Lion and Strong Rhino. The fragrances range from woody-aromatic to citric, fougère and oriental. "In the scents, we have focused on spicy, herbal and woody notes, but there are citrusy and fresh components in there too."

Is that typically male? Yes and no. Many fragrances which once sat comfortably in the "men's fragrance" corner are now used as unisex scents. They can be used to underscore role models and assignments – but they don't have to. Don't we all have something animalic deep down inside us? "Of course, there's still a strong association here with traditional male images", says Lisa-Marie Achilles with a smile. "But we are more than open to adding a few additional facets. We are proud of our creativity and if required, can interpret a whole menagerie of other animals."

BTW: None of the products were tested on animals, but the human subjects loved them.



## ANIMALIC → THE FRAGRANCE CONCEPT FOR MEN'S CARE

### WOODY • AROMATIC

#### POWERFUL ELK

**Head:** Violet, Bergamot, Neroli

**Heart:** Lavender, Rosemary, Carnation

**Base:** Tonka, Cedarwood, Vetiver

### WOODY • SPICY • AROMATIC

#### THE BALD EAGLE

**Head:** Grapefruit, Ginger, Cardamom

**Heart:** Lavender, Iris

**Base:** Cedarwood, Vetiver, Patchouli, Leather

### CITRIC • MINTY

#### THE POLAR WOLF

**Head:** Bergamot, Lemon, Lime, Grapefruit

**Heart:** Spearmint, Peppermint, Orange Blossom, Geranium, Cardamom

**Base:** Cedarwood, Tonka, Sandalwood

### WOODY • FOUGÈRE

#### THE MAJESTIC LION

**Head:** Bergamot, Orange

**Heart:** Geranium, Lavender, Rosemary, Clove

**Base:** Tonka, Cedarwood, Amber, Vetiver

### WOODY • ORIENTAL • AMBERED

#### THE STRONG RHINO

**Head:** Apricot, Cardamom

**Heart:** Coriander, Patchouli, Geranium, Nagarmotha

**Base:** Vanilla, Benzoin, Cedarwood, Amber

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

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