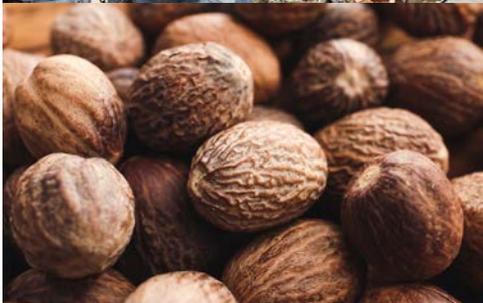




FEEL THE WORLD:
THE NEW
TREND CONCEPT
BY DÜLLBERG
KONZENTRA



MEMORIES THAT MEAN THE WORLD:

SENSUAL MIND MOVIES BY DÜLLBERG KONZENTRA

Souvenirs can narrate stories from the past – or conjure up visions of the future. Düllberg Konzentra's new trend concept aims to do both simultaneously: "Feel the World" sparks sensual mind movies for all those who feel the lure of far-away places – even when travel is impossible.

Escaping the mundane into alternative worlds can be inspiring: What are the things we cannot and do not want to relinquish in life? Which things are close to our hearts? Sometimes these can be ordinary, everyday objects, but often they are souvenirs that remind us of how we discovered distant places and the world around us.

For Lisa-Marie Achilles, Marketing at Düllberg Konzentra, this idea was the inspiration for a new fragrance concept designed for use in body care products. "In the past two years of the pandemic, we have become accustomed to living with the memories and souvenirs of more carefree times. Now the time has come to head out again to unknown destinations and create new memories. You don't even have to travel to do this – with Feel the World, we want make this possible by offering sensual experiences that invoke new fragrance memories from all around the world."

Three topics, united in one concept

Feel the World is based on a variety of consumer insights, explains Christian Lüke, Marketing Düllberg Konzentra. One is Slow Luxury: "Instant gratification is passé; now the journey is very much the reward. Progressing slowly along the path of discovery, rather than focussing exclusively on the end result, makes us happier. It is all about those moments of reflection that consumers want to savour." This concept goes hand in hand with a longing for the unusual, the exotic. The different traditions and backgrounds of ideas and objects encourage us to discover and explore the stories behind them. Ultimately, it's about that all-encompassing topic of inspiration – and a modern interpretation of exciting artefacts from around the world.

Lisa-Marie Achilles: "With Feel the World we want to send consumers on a sensual journey around the world – and enable our customers to create inspiring body care products that they can further underpin with 'souvenirs'". The journey that Düllberg Konzentra invites consumers and customers to undertake has five stations, and it stops off on each of the continents. This creates a sensual museum of memories where every object tells its very own, distinctive story – and as a souvenir leaves behind so much more than "only" a fragrance.

A SENSUAL JOURNEY AROUND THE WORLD: THE FIVE CONCEPTS

America: a Tribute to the Sweat Lodge

Dancing Around Glowing Stones is the story that has America as its destination: it references the sweat lodge tradition of the indigenous peoples of America; these sacred places were used for spiritual cleansing and purification ceremo-



A TREND
CONCEPT THAT
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nies. “Fragrances played a key role, for example sage or pine. The sweat lodge ceremony aimed to facilitate a rebirth experience, to rebalance disrupted energy and to liberate from illness, pain and mental burdens.” As a bath or shower steamer for a fragrant, cleansing bath at home, this story can be reinterpreted – and illustrated with pine firewood as a souvenir. Two fragrances have been developed: a woody-green-sweet scent and a woody-aromatic-balsamic fragrance with captivating grapefruit, cardamom and wood accents.

Europa: Celebrating Savon de Marseille

Soap from Marseille is famous across Europe. The recipe based on pure, natural ingredients hasn’t changed in over a century – and it is the perfect souvenir. This iconic product could be reborn as a “Marseille Soap” shower bar with richly nurturing ingredients such as olive, herbs and sea salt – and rounded off with two fragrances by Düllberg: a citrusy-floral-fresh creation with orange and citronella combined with hints of rose, and a floral-fruity composition with fruits, blossoms and musk.

Asia: The Power of the Water

Asia is represented in a journey to Bali to the authentic Melukat ritual that cleanses the body, mind and soul. The focus is on water, and the Balinese people use this ritual to symbolically enter a new phase of life, to recover from an illness or to cleanse themselves of elements that disrupt the soul’s balance. “Our care concept integrates sea minerals, salt and a touch of frangipani. As a solid shower bar in the shape of a frangipani blossom, it becomes a fragrant souvenir.” Düllberg has developed two scents for this theme: a floral-green-aquatic composition with orange, aquatic and woody notes, and an aromatic-marine composition with citrus and aldehydes, marine notes and a hint of pine and cedar.

Oceania: Australian Secrets

Australia is home to numerous plants and bushes that play an important role in the culture of the Aboriginal people. Evergreen lemon myrtle, the pods of the acacia and the fruits and leaves of the papaya tree are all used in traditional medicine. Düllberg has translated these ingredients into a modern body care concept. Lisa-Marie Achilles: “As an immune-system boosting shower product with lemon myrtle, acacia and papaya, this pays tribute to the ancient culture of Australia. Two fragrance compositions express this concept: a fragrance that contains avocado, aloe vera, magnolia and musk to create a fruity-green scent, and a more sensual fragrance with passionfruit, jasmine and vanilla.”

Africa: the Mystic of black soap

People in West Africa have been making their own soap for centuries: the legendary black soap Dudu Osun is crafted with palm kernel oil and shea butter, the ash of cocoa pods and dried palm bunch ash, with added citrus extract, wild honey and aloe vera.

This traditional recipe can be given a new lease of life in the form of a shower bar. It combines the natural caring ingredients of black soap with the added benefits of wild honey, aloe vera and shea butter, which in turn is extracted from African shea nuts, the “souvenir” in this care concept. In their composition the perfumers at Düllberg have used gourmand and floral notes, including peach, violet, jasmine, vanilla and orris root.



SOUVENIRS
THAT APPEAL TO
ALL THE SENSES
AS AN ADD-ON.



Düllberg Konzern provides selected essential oils and perfume oils for the fragrance and beauty industry.

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