



FEATHERBED  
THE NEW  
MULTISENSORIAL  
SENSUALITY



## THE NEW LONGING FOR TOUCH

**As social distancing remains the order of the day, our longing for physical contact and warmth grows. It is time for a new, multisensory sensuality says fragrance house Düllberg Konzentra – and provides the inspiration to satisfy our hunger for the touch of skin.**

The pandemic has left its mark and, as always, changing habits and lifestyles are altering consumer behaviour: cooking instead of dining out, dinner boxes rather than a trip to the supermarket, home fitness in place of the gym, tv screens taking over from cinemas, zoom calls instead of face-to-face meetings. All this has become the new normal, and it is developing its very own dynamic that shapes our self-image: while face coverings, medical masks and working from home have dented spending on beauty products, the “zoom effect” has reignited the need to look good in a new way.

### *The focus is shifting to self-care*

The pandemic has also had an impact in other ways, explains Lisa-Marie Achilles, Düllberg Konzentra, and there are constants, too: “Self-care, which means a focus on one’s own health and well-being, has taken on a whole new level of importance, says Lisa-Marie Achilles, Düllberg Konzentra. “Distancing is one of the best weapons we have in the fight against the pandemic. But it also comes at a cost: we’re missing out on human touch, intimacy, the glow and warmth of those close to us.”

Touch is possibly the most essential of human needs. It plays a huge part in our well-being and is crucial to making us feel safe and connected. Christian Lüke, Düllberg Konzentra: “This was precisely our starting point for the new concept. We want to reach out and touch people in a different way – through all their senses. Our Featherbed concept aims to give the personal care industry the inspiration to achieve this and satisfy people’s hunger for caresses.” Hyper-sensorialism: when colours and fragrances move us

### *Featherbed aims to gently envelop – like a delicate cloud of feathers.*

This holistic wellness concept for body and skin can help to soothe fraught emotions and deliver a sense of all-encompassing sensory pleasure. Colours and scents play a key role: “The consumer trend is very clearly towards soft-powdery, sensual-balsamic, warm-creamy fragrances”, says Christian Lüke, Düllberg Konzentra.

Like all previous marketing concepts, Düllberg Konzentra has also underpinned this new fragrance world with a harmonious palette of colours: shades of golden tan and earthy brown, plus more dynamic colours like a hot red express the longing for protection and warmth. Soothing shades plus seductive and sensual oils, in some



SELF-CARE  
TRENDING  
EVEN AFTER  
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Düllberg Konzentra provides selected essential oils and perfume oils for the fragrance and beauty industry.

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cases combined with creamy ingredients like shea butter: there are many options when it comes to giving people a light-as-a-feather, hyper-sensorial caress à la Featherbed.

Lisa-Marie Achilles, Düllberg Konzentra: “Fragrances, lotions or creams all create a safe and gentle cocoon that shields us from the world, creating a sense of well-being. Featherbed products have a soothing and enveloping effect. They give us wellness, protection and security. And they touch us, even when real, physical touch is not possible.”