



SPARKLING
ENERGY:
A TREND CONCEPT
BY DÜLLBERG
KONZENTRA



SPARKLING ENERGY

A TREND CONCEPT FOR ALL THOSE WHO YEARN FOR MORE NATURE IN THEIR LIFE

Many people who live in big cities long for a deeper connection with nature. They dream of diving into a clear mountain lake, going forest bathing or running barefoot across a meadow in the morning dew. To meet this deep-seated and very fundamental need, Düllberg Konzentra has created four inspiring fragrance concepts with eight scents.

In our everyday lives there are many areas where we are more distanced from nature than ever before. We spend a large proportion of our time in closed rooms, we communicate using digital media rather than face to face, and while we can recognise practically any brand logo in an instant, we struggle to put a name to a wild plant or a bird that flies past. This alienation from nature can be a source of great loneliness, and it sparks a longing for a different life, one that is more entwined with nature.


REDISCOVERING HOW TO TAP INTO NATURE

How people deal with this longing and what they make of it varies from person to person, says Lisa-Marie Achilles, marketing expert at Düllberg Konzentra. "Some repress it and try to give their life meaning through social media, using the digital world to create a relevant form of connection. But we are increasingly observing a trend in the opposite direction: consumers who are taking a digital break to bring more nature into their lives." An example is urban gardening, where people work to make their urban surroundings greener, or the green revival of urban places by individuals and groups. The urban garden can be a balcony, a segment of tree trunk or a large community garden; what's important is that it is an opportunity to dig, sow seeds, plant things and care for them, providing an opportunity to encounter nature at close quarters – optionally in the company of like-minded souls. Seeing plants one has nurtured flourish creates a sense of belonging and helps to alleviate stress. Many gardening activities have an almost meditative character, and particularly if there are no digital devices in the vicinity clamouring for attention.

"But a walk in the park is also a great way of connecting with nature and absorbing some of its energy", explains Lisa-Marie Achilles. "And while the restrictions during the pandemic definitely made walking popular, many consu-



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mers have remained faithful to their new hobby even after lockdown was lifted because they can feel the positive effect that immersing oneself in nature has.” Scientists at Stanford University have discovered that taking a walk in green surroundings can help to lift the spirits, make us happier, soothe our fears and can also have a positive impact on memory function.

EIGHT SCENTS PACKED WITH NATURAL ENERGY

Sparkling Energy captures this new longing for nature and translates it masterfully into four fragrance concepts based on the finest essential oils and perfumes. Used in all-purpose and floor cleaning products, they boost our motivation to engage with the revitalising power of nature, even on days when it feels like there isn't a moment to spare.

Citrus Breeze and Wild Citrus refresh the senses: Citrus Breeze opens with zesty lemon, bergamot and juicy orange. This is followed by orange blossom and crisp apple in the heart, with driftwood and musk harmoniously rounding off the fragrance experience. Wild Citrus is all about fruitiness: in the heart citriodora, peach, violet and carnation sing together, fading softly into honey and musk.

Red River and Dry Earth stand for the smell of fire and earth: Red River awakens the senses with spicy pepper and saffron, followed by floral-oriental ylang ylang, rose and jasmine; the based note is sweetly ambered. In contrast, Dry Earth makes a bold statement with violet, grapefruit and rosemary; it carries ozonic notes in the heart and fades gently into a chorus of cedarwood, incense and oakmoss in the base.

The essential oils of the woods dominate in Deep Forest and Green Woods: Deep Forest combines notes of pine needles, eucalyptus and Swiss pine with delicious tonka; it fades to a base of cedar wood and aromatic amber. Green Woods has a woody-fresh character: the scent opens with lime and grass, before shifting to eucalyptus, camphor and lily of the valley,

Finally, Sea Minerals and Atlantic Ocean bring a blast of the sea into the home: Sea Minerals is a woody-floral composition with a green opening and marine minerals, freesia and violet in the heart, followed by final notes of cedarwood, musk, sandalwood and amber. Atlantic Ocean starts with lemon and grapefruit, then opens into marine notes and melon, finishing on pine needle, cedarwood and musk.

THE CONCEPT IS VISUALLY ROUNDED OFF BY A NATURAL COLOUR SCHEME

A strong bond with nature is also reflected in the colour scheme developed by the branding experts at Düllberg Konzentra to match the fragrances: muted shades of green, brick red, beige and yellow are restful and ensure a pleasantly low-key look in the all-purpose and floor cleaner segment.

In the development of the Sparkling Energy concept, Lisa-Marie Achilles and the Düllberg Konzentra perfumers had one main focus: “In our highly individualised world, there are, of course, many different trends. With the new fragrances, we aim to address consumers who, deep inside, sense a longing for natural experiences. For the cleaning product segment these fragrances can be an inspiration for innovative product developments that have a promising market.”



EVOCATIVE
FRAGRANCES
BRING
NATURE INTO
THE HOME



The rich colours
reflect a strong
bond with nature

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

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