



RETTERSPITZ GMBH & CO. KG, MANUFACTURER OF NATURAL REMEDIES AND MEDICAL PRODUCTS

Proven products with a modern brand design

I AM JUNIPER – RETTERSPITZ LAUNCHES EAU DE PARFUM

Nuremberg, November 2021 – *Retterspitz* is one of the oldest pharmacy brands in Germany and ever since stays for healing, caring and wellbeing for the past 120 years. Now, this long-established company is launching its first eau de parfum: a fascinating fragrance experience named *JUNIPER*.

How can a company philosophy be translated into a fragrance? Can relaxation and clarity be reflected in a perfume in equal measure? To find an answer to this question, *Retterspitz* engaged the services of top perfumer Geza Schön, a renowned fragrance expert, to develop *JUNIPER*.

“It was important for us that the fragrance had a certain freshness,” explains Florian Valet, Managing Director and co-owner of *Retterspitz*: “This is often achieved using the scent of citrus fruits, which we didn’t think was special enough for *JUNIPER*. When Geza Schön introduced us to the scent of basil, which introduced a green, herby freshness that contrasted with the deep, rather dark juniper note, we immediately got excited.”

A FLORID, WOODY BLEND OF FRAGRANCES

In collaboration with the two *Retterspitz* company owners Florian and Markus Valet, Geza Schön continuously accentuated, refined and perfected the scent. The result is a florid, woody blend of juniper and basil, jasmine and freesia.

Freesia is a scent that soothes the body and soul. Juniper is a scent that has been valued since antiquity for its balancing and fortifying properties. All of this is layered over a spicy base note of tree resin and musk, a scent that is both confident and distinctive without stealing the spotlight.

THE CLARITY OF DECISION

Once again, Geza Schön has created an olfactory masterpiece. His artistry can both be seen in the simplicity of the bottle and experienced as a fragrance full of character and clarity. It follows the theme of that small, magical moment of decisive clarity, reflected metaphorically in the message “I am *JUNIPER*”, which is used in the communication of the perfume.

“Our lives are continuously shaped by what we do”, says *Retterspitz* Managing Director and co-owner Markus Valet: “We are all the sum of the decisions we’ve made and the decisions we’ll make in future. Viewed symbolically, *JUNIPER* is the essence of that pure moment when indecision gives way to clarity and certainty.”

Link to the campaign video: www.retterspitz.de/parfum-juniper



RETTERSPITZ EAU DE PARFUM JUNIPER

- A florid, woody unisex fragrance
- A feel-good experience for body and soul
- Price €90,00 (50 ml)

Top notes: juniper & basil

Heart notes: jasmine & freesia

Base notes: tree resin & musk

ABOUT RETTERSPITZ GMBH & CO. KG

Retterspitz GmbH & Co. KG is a family company that produces and sells natural remedies, medical products, personal care products and medical skincare products for the body and face. All products are marketed under the name *Retterspitz* and divided into the categories “remedies”, “wraps”, “care”, “medical cosmetics”, “wellbeing” and “fragrances”. *Retterspitz*, one of the oldest pharmacy brands in Germany, has developed from traditional household remedies to reliable contemporary remedies for everyday life – all combining traditional healing with the latest scientific research. The effectiveness and tolerability of natural ingredients and tried-and-tested additives is always the number one priority. The company is headquartered in Behringersdorf, near Nuremberg. *Retterspitz GmbH & Co. KG* is a family business now run by the fourth generation: Markus Valet, Head of Administration, and Florian Valet, Head of Development. Today, more than 70 people – including regular freelancers – work for the company. Sound values are at the core of what they do and say both internally and externally. “Cult status is achieved through passion,” say both owners, very much in the spirit of the much-quoted phrase: “Tradition means preserving the embers, not the ashes.”

Further and more detailed information can be found www.retterspitz.de

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