



ANCIENT ALCHEMY, MODERN LUXURY Ajne Rare and Precious Perfumes are Stylish and Unique Distillations of Nature

Once upon a time, the idea of “natural” perfume conjured up images of granola and Birkenstocks. But in the beautiful kingdom by the sea that is Carmel, California, one master blender is changing that perception – one bottle of couture perfume at a time.

Imagine fields of fresh lavender and other aromatics, distilled in an ancient alambic still much like those used to craft expensive spirits, and the largest collection of ultra-rare and precious oils in the country if not the world. These are the elements that define the custom-blended perfumes of Ajne Parfumerie and Apothecary – and transform perfumery into a sophisticated art form akin to haute couture and the crafting of fine wine. Inside each Ajne signature black glass heart-shaped flacon, awaits an alluring blend that may include anything from lavender grown on the parfumerie’s own local farms to jasmine imported from Morocco or a rare variety of Madagascar vanilla.

“Many consumers do not realize that in most commercial fragrances, a flower isn’t really a flower, nor is a wood really a wood,” says Jane Hendler, the artisan perfumer and Certified Master Essential Oil Therapist behind Ajne. “Most products use synthetic ingredients or aromachemicals. True rare and precious perfumes, on the other hand, return to old world and even ancient practices of using real plant ingredients, many of them more costly than pure gold,” says Hendler, who is one of a handful of people in the U.S. to have completed a prestigious, three-year accredited program in essential oil therapy, and has more than fifteen year’s experience. “Even today, synthetics just cannot replicate the complex and intoxicating properties of rare and precious scents.”

Hendler refers to her work as “alchemy,” defined as the transmutation of plants into scent laden oils, which are then blended artfully to create subtly complex perfumes. The practice of plant alchemy was almost lost to the western world when in the late 19th century, inexpensive, but readily producible aromachemicals became the predominant ingredients of perfumes and skin care products. Hendler and her husband Rex Rombach have revived the lost art, but with new distillation techniques and access to plants from around the world allowing them to create highly



sophisticated blends that the ancient master alchemists and their wealthy clients could only dream of!

Ajne uniquely puts this ancient art to the service of modern clientele who want fragrances that are subtle and personal. In fact, Hendler brings personalization in its purest form to the world of prestige fragrance. At Ajne, scent seekers work one-on-one with her to create their own custom scent, or choose from a collection of “Prêt-à-Porter” or ready-to-wear blends created by Jane in a variety of styles that even provide therapeutic benefits such as calming, energizing, or acting as an aphrodisiac. The client can then choose from Ajne’s breathtaking collection of flacons including the signature black glass heart designed by Rex.

“Customization is a key trend,” says Rex Rombach, co-founder of Ajne and a longtime beauty industry executive. “More and more women want to wear a scent that is subtle, fresh, and unique to them. Rare and precious components answer that desire naturally, as they are far more subtle than their chemical counterparts. They blend better with each person’s individual skin chemistry.” At Ajne, each custom perfume is as unique as the person for whom it is created.

Ajne has designed a proprietary computer analysis system that accesses a database of over 2,000 ingredient combinations and more than 200 pure and natural components. After completing the computer analysis, Hendler (or one of her skilled staff) personally interviews each client to obtain additional insights. Next, the client is invited to sample various rare and precious naturals from around the world to begin to assess scent preferences. Then, Ajne develops a fabulous multi-faceted parfum or eau de parfum by adding or subtracting from the parfumerie’s extensive collection of complex Prêt-à-Porter or ready-to-wear bases.

For the creation of couture or completely customized scents, the process may take more than one meeting, and the fragrance is created from scratch and edited to perfection over days or even weeks. Hendler’s “scentuition” is so great that she can develop custom signature scents long-distance via the Internet and phone, and she has even been known in a few cases to make house calls!

Prices range from \$7 for ready-made body care items such as soaps all the way up to a few thousand dollars for a rare and exclusive perfume formula presented in a crystal signature bottle



encrusted with precious stones and metal. Bath and massage oils, lotions, scrubs and salts are priced at three levels: single note, rare and precious, and ultra-rare and precious, ranging from \$20 to 100. Ready-to-wear perfumes consist of 20 to 40 oils and range in price from \$75 to \$400. Couture, or completely custom formulations vary in cost based on ingredients, and can range from \$500 up. Ajne also offers a collection of one-of-a kind Czechoslovakian crystal bottles.

Ajne perfumes, body care, skin care and home fragrance products contain no animal products and absolutely no parabens or sulfates. Many allergy sufferers who cannot wear commercial perfumes are delighted to find that they can wear Ajne in part because the pollen molecules are removed during the distillation process.

Ajne Parfumerie and Apothecary is located on San Carlos Square in fabled Carmel, California. Scents can also be purchased online at www.ajneperfume.com. For a private blending appointment with Jane Hendler, please call 831.624.2100 or write to info@ajneperfume.com.

###

Press Contact:
Sadie Murray
310-274-6726
sadie@kipmorrison.com