



## Ajne Parfumerie and Apothecary: Carmel's Secret Source for Rare and Precious Perfume

Sweeping ocean vistas. Supremely indulgent spa treatments. Carmel, California has always been one of the world's most beautiful destinations. And the city has gotten even prettier with the arrival of Ajne Parfumerie and Apothecary.

Ajne, the brainchild of artisan perfumer and master certified essential oil therapist Jane Hendler and her husband Rex Rombach, is the nation's premiere destination for rare and precious perfumes, custom-blended on site. Here, with luxurious real flower and plant ingredients, rather than the synthetics used in the vast majority of commercial perfumes, Hendler creates complex and elegant signature scents.

Ajne is appropriately nestled in one of Carmel's famous hidden courtyards, among a collection of art galleries. Here, Jane and Rex create art of a different kind — at once ancient and ultra-modern. Ajne revives the lost art of "alchemy" in which real plant ingredients are transmuted into fragrant oils and then blended into subtle, complex perfumes. This ancient craft was once accessible only to royalty and the extremely wealthy. But today, with improved distillation technology and quicksilver transport of exotic ingredients from around the world, Ajne is taking rare and precious perfumery to a new level.

Visitors to Ajne are greeted by a European style storefront. Inside the boutique, rich hardwood floors, gilded cabinetry, a palette of pinks, golds, and cream accented with black, along with a scroll motif and Art Nouveau style lettering evoke an old-fashioned French perfumery.

An antique dressing table sits in a quiet corner: this is where Ajne clients begin the exciting journey of finding their signature fragrance by taking a proprietary computer fragrance analysis test. The center of the store features Ajne's famous scent bar — a round, tiered, wedding cake-like structure where clients can "browse" the nation's largest collection of fragrant plant-derived oils. It is here that many experience for the first time real rose, real Moroccan jasmine, exotic Hawaiian kewda and West Indian champaca, along with some 200 other authentic components. The list includes lavender and other aromatics from Ajne's own local farms, as well as from small, elite growers around the world.



At the back wall of the boutique sits a marble table that serves as Hendler's blending bar. This is the laboratory where ingredients are mixed added and subtracted until the client's dream perfume is found. The client then selects from Ajne's breathtaking collection of breathtaking flacons including their signature black glass heart designed by Rex.

Ajne also features a collection of "Prêt-à-Porter" or ready-to-wear perfumes, eau de parfums, lotions, soaps, bath gels, home fragrances and more. All are created by Hendler.

Visit Ajne Parfumerie and Apothecary at San Carlos Square Courtyard (across from the Hog's Breath Inn) in Carmel, California. To book a private blending appointment ahead of your trip to Carmel, please call 831.624.2100 or write to [info@ajneperfume.com](mailto:info@ajneperfume.com)

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