

PERFUMING EVERYDAY
LIFE IS AN ART...



... and it's also a way of looking at life – moment by moment, as time goes by. Swept along by the imagination of its founders and their innate sense of beauty, the Maison diptyque takes delight in inventing new ways of perfuming your days while adding enchantment to your evenings. Giant candles for indoors and outdoors, scented wax ovals and diffusers for the car– to name a few – have introduced sophisticated accords to contexts where, though unexpected, have proven most welcome. Here, fresh notes courtesy of Baies. There, the woody fragrance of Figuier. A daily inspiration – and a pleasure that's always fresh and new.

LA DROGUERIE. TWIST AND SHINE

Presenting the arrival of La Droguerie, a fresh companion to diptyque's perfumed creations – complete with assorted turns, twists and sideways steps. A full collection of household cleaning products – an invitation to care for the interior of your home, blending beauty with utility and sensual enjoyment with respect for the environment. An evolution ... possibly even a domestic mini-revolution: satisfaction need no longer wait for the sight of a job well done. The fine objects in this collection are pleasing to the eye, while its fragrances send the imagination roaming.

The olfactory compositions in La Droguerie were born out of diptyque's perfuming expertise. Their essences, picked one by one from the Maison's herbarium of scents, bring their unique, delicate accords to the practical tasks of everyday life. Hour by hour, from kitchen to laundry room, from bedroom to living room – a pleasing stroll amid fig trees and orange blossom, accompanied by bouquets of basil or polished wood.

So what do we find in the diptyque Droguerie?

- DISHWASHING LIQUID with orange blossom
AND CLEANING BRUSH
- MULTI-SURFACE CLEANER with vinegar
- LEATHER AND WOOD CARE LOTION with beeswax
- CERAMIC OVAL FOR WOOL AND DELICATE
TEXTILES with cedar wood
- ANTI-ODOUR CANDLE with basil

THE GOOD, THE BEAUTIFUL AND THE USEFUL

Created according to the principles of eco-design, the La Droguerie collection values environmental responsibility as highly as it does the beauty of its objects and the sensual enjoyment they provide. Its formulations, contents and fragrances keep all these promises – now and in the long term.

TO START WITH, THE FORMULATIONS...

The liquid formulations comprise ingredients that are 99% natural or of natural origin and are biodegradable. With the exception of the Anti-Odour Candle, they are all accredited by Ecocert, the global specialist in the certification of sustainable practices. They respect the environment and human health – but needless to say, without any loss of performance.

A FEW WORDS ABOUT PACKAGING...

The amber bottles in the La Droguerie collection are made of recycled glass. They can also be refilled quite easily, from refill containers that are themselves 100% recyclable.

One simple motion – and they're full again. Sold without box or instruction leaflet, each year these refills save an average of two tonnes of paper along with a significant amount of ink. The Ceramic Oval for wool and delicate textiles with cedar wood can also be refilled in a moment.

Enduring beauty combined with reduced waste.

AND AS FOR THE PERFUMES...

Created by the perfumer Olivier Pescheux, a friend of the Maison diptyque, the fragrances are formulated using natural ingredients certified by Ecocert. They are delicately measured and ideal for combining with the Maison's candles and perfume diffusers in countless permutations. Here, as so often, association generates inspiration.



FROM TOP
TO BOTTOM

DISHWASHING LIQUID WITH
ORANGE BLOSSOM AND CLEANING BRUSH

The Dishwashing Liquid cleans and degreases dishes and utensils in no time flat. Discreetly decorative when not in use, it foams nicely when required. It is delicately perfumed, emanating agreeable notes of orange blossom, mandarin and basil that are rounded, lively and herbaceous. And for dishes that have been in the oven or still have yesterday's food dried on, La Droguerie provides an assistant in the form of a brush made of beechwood and tough vegetable fibre bristles. Need to clean some soil off your vegetables before cooking? The brush takes such challenges in its stride – it's quite the star performer, in fact.



MULTI-SURFACE CLEANER
WITH VINEGAR

This multi-tasking Multi-Surface Cleaner washes, degreases, descales and cleans, leaving everything gleaming in its wake – from kitchen to bathroom, from top to bottom, taking in walls, tiles, the insides of fridges and cupboards, food processors, taps and pipework, doorknobs, switches ... even mobile phone casings (*that's its "2.0" aspect*). For chemical and compatibility reasons, avoid any contact with mineral surfaces made of marble or quartz or similar.

Its vinegar fragrance, wrapped in lavender, cedar and fig tree notes, is discrete ... yet subtly aromatic.





LEATHER AND WOOD CARE LOTION WITH BEESWAX

This Lotion is both a beauty secret and a source of instant olfactory delight. It waxes, polishes, nourishes, adds shine and protects wood and leather. Designed for use on all wood types, it can readily be applied to chests of drawers, banisters, wood panelling and picture frames. And the magic is equally effective on leather objects, clothing and accessories, bringing back the shine to club chairs and leather jackets, pumps, handbags and wallets. Wherever it's used, the beeswax adds its restorative qualities while filling the air with an unmistakable honey-tinged note underscored by cedar and patchouli.



CERAMIC OVAL FOR WOOL AND DELICATE TEXTILES WITH CEDAR WOOD

When placed inside a wardrobe, the Ceramic Oval will keep cashmere pullovers, fleece coats and scarves free from moths. Should greed and gluttony tempt them to take up residence, it acts as a strong deterrent. Its notes of cedar wood and lavender, essences known for their ability toward off insects, also perfume the space quite subtly. The Ceramic Oval is made to last, with a spray available for refills as the months go by. One spray is enough to reactivate its qualities, allowing the user to rediscover its bouquet every morning while keeping the location secure.



ANTI-ODOUR CANDLE WITH BASIL

The Candle included in this collection is no ordinary candle. It has a very clear mission and a key specific feature: instead of simply masking, it absorbs the relevant molecules, eliminating odours for good. Disagreeable smells caused by cooking (*e.g. stewing or grilling*), stale tobacco or unwashed laundry are replaced with the fragrance of fresh basil, mint and crushed tomato leaves – an evocation of summer, all year round.



ACCORDS AND CORRELATIONS

diptyque's La Droguerie collection adds a fresh twist to tasks generally seen as domestic chores. Washing, cleaning, polishing, degreasing, burnishing, shining, waxing, maintaining, grooming, protecting ... suddenly it's all a joy. Pleasing and effective in equal measure, clad in decorative and refillable bottles, these formulations include specially created, custom-designed scents. With their echoes and correlations, they offer plenty of options for combining them with the Maison's candles and perfume diffusers. Now it's up to individual users to conceive their own blends of scents and give free rein to their imagination.



Odour-Removing Candle, 190g
Ceramic for Wool and Delicate Textiles
Ceramic for Wool and Delicate Textiles Refill, 10ml
Multi-surface Cleaner, 500ml
Multi-surface Cleaner Refill, 500ml
Dishwashing Liquid, 500ml
Dishwashing Liquid Refill, 500ml
Leather and Wood Care Lotion, 250ml
Dish Brush

Ecocert Certification

The Dishwashing Liquid with orange blossom, the Multi-Surface Cleaner with vinegar, the Leather and Wood Care Lotion with beeswax and the Ceramic Oval for wool and delicate textiles are all certified by Ecocert.



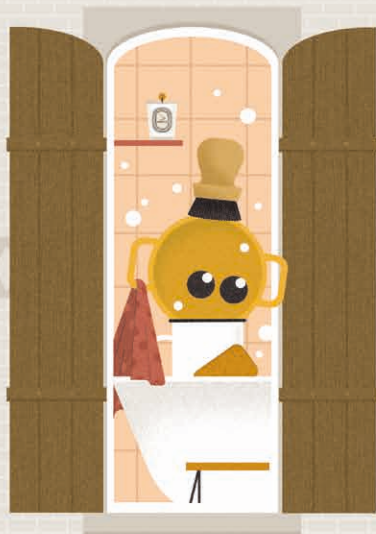
Press release and visuals are available for download
from the following link:
<https://presse.diptyqueparis.com/en/2022/ladroguerie>

diptyqueparis.com



diptyque, 5 avenue de l'Opéra
Paris 1^{er} – France





DIPTYQUE
PARIS

