

Medium	Beauty Fashion
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by Heide Kuhn-Winkler

IMPRESSIONS FROM GERMANY

FIRST IN BEAUTY



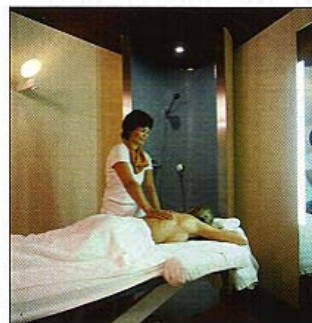
Nagelschmitz Perfumery

There are many privately-owned perfumeries in Germany, but few that have a high-end quality. One of these first-class stores is the Nagelschmitz Perfumery in Düsseldorf at the Rhine River, one of the most elegant German cities. Nagelschmitz combines classic drugstore products, cosmetics and spa services under one roof.

This phrase "If you don't go forward you go backward," could have been coined by **Heinrich Nagelschmitz**. The pharmacist has been managing his business since 1975. What was originally taken over from his predecessor as a drugstore with a classical assortment of goods—from herbs to beauty cream—has over time, become a distinctive combination of perfumery, drugstore and spa. "People come to Nagelschmitz when they want to remove stains from clothing, as well as for an exceptional fragrance," explained Mr. Nagelschmitz.



The Nagelschmitz Perfumery team



Dorothee Nagelschmitz of Mise en Beauté

Since 2003, Mr. Nagelschmitz has featured *Mise en Beauté*, a top-class day spa, which is run by his sister **Dorothee Nagelschmitz**. Clients can now find a retreat from their busy lives. To step into *Mise en Beauté* means to dive into a world of luxury. That experience starts with

taking off the street shoes and slipping your feet into soft felt slippers. "[Taking off your shoes] is crucial to leaving the hectic day behind, regardless if you're only getting a pedicure or any other service," emphasized Ms. Nagelschmitz. Every room follows a color design attuned to the spa services. The offer ranges from pedicures to facials to baths.

A DOCTOR'S ANTI-AGING BRAND



Dr. Peter Caspari

Dr. **Peter Caspari**, an expert of skincare and anti-aging treatments, developed the **Dr. Caspari Exklusiv Für Diadermine** brand, exclusively available at Henkel. Dr. Caspari studied medicine and specialized in reconstructive surgery. In 2003 he founded his medical practice in Munich/Bavaria.

The Dr. Caspari Exklusiv Für Diadermine anti-aging brand



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