

Dans un Jardin.

30 YEARS  OF WELL BEING

Dans un Jardin

240, boul. Industriel, Boucherville, Quebec,
Canada J4B 2X4

Tel: 1 800 363-3663
www.dansunjardin.com

Powered by:



FIND OUT MORE >>

Dans un Jardin

*Dans un Jardin Products Provide High-
Quality Pampering*



Written by: Allie Schratz
Produced by: Rebecca Woods >>>

Dans un Jardin

Dans un Jardin Products Provide High-Quality Pampering

*Dans un Jardin produces
the best bath, body and
fragrance products*

At Dans un Jardin, bathing is a ritual from which we should always derive pleasure. Established in 1976 in Paris, France, Dans un Jardin – French for “in the garden” – features bath and body products fit for a countess. The company’s creator, Countess Lucile de Baudry d’Asson, combined the essence of flowers and other plants in beautiful apothecary-style glass bottles and began selling them within her home city. The response was immediate: customers formed lines around the block, eager for the opportunity to add Dans un

Dans un Jardin

*Dans un Jardin Products
Provide High-Quality Pampering*

Jardin products to their collections at home.

When the company crossed the Atlantic to establish a base in Montreal, Canada and its products began appearing in upscale boutiques and on pharmacy shelves around North America, Dans un Jardin became the reputable source for high-quality pleasure-driven products and lovely fragrances, as well as for beautiful gift packages and baskets.

Today, Dans un Jardin offers more than 20 collections of bath, body and grooming products for men, women and children. The company gained much attention for the early 1990s debut of its products designed for expectant mothers' and babies' extra sensitive skin. Soon after, the Coccinelle (Ladybug) Collection for young children and an Asian bathing ritual-inspired Relaxant Collection were both added to the Dans un Jardin product line. More than 500 items now make up the company's signature lines and are available from 400 points of sales between France and North America.

"Passion defines us," says Francine Raymond, the company's Vice President of Research,

Development and Marketing.

"We love what we do and we are fortunate to work in this field, [where we make] people's lives more pleasant. Accompanying them in their daily ritual is an honour, [and] we take great pride in launching terrific products for our customers."

Raymond's start with the company was love at first sight: "the fragrances, the products, the textures just amazed me," says Raymond, who began her career with Dans un Jardin as a saleswoman at the Ottawa store after graduating college in 1983. Raymond later transferred to the Montreal store, and eventually established the customer service and sales training program at the company's head office. Applying her passion for design and aesthetics, Raymond also developed the merchandising and window display system that spotlights Dans un Jardin's best-loved products.

"I've evolved through the years, and I still have that sparkle in my eye," says Raymond of her 30-year tenure with the company. "My goal is to pursue this great adventure and help bring Dans un Jardin to greater heights with our terrific team."

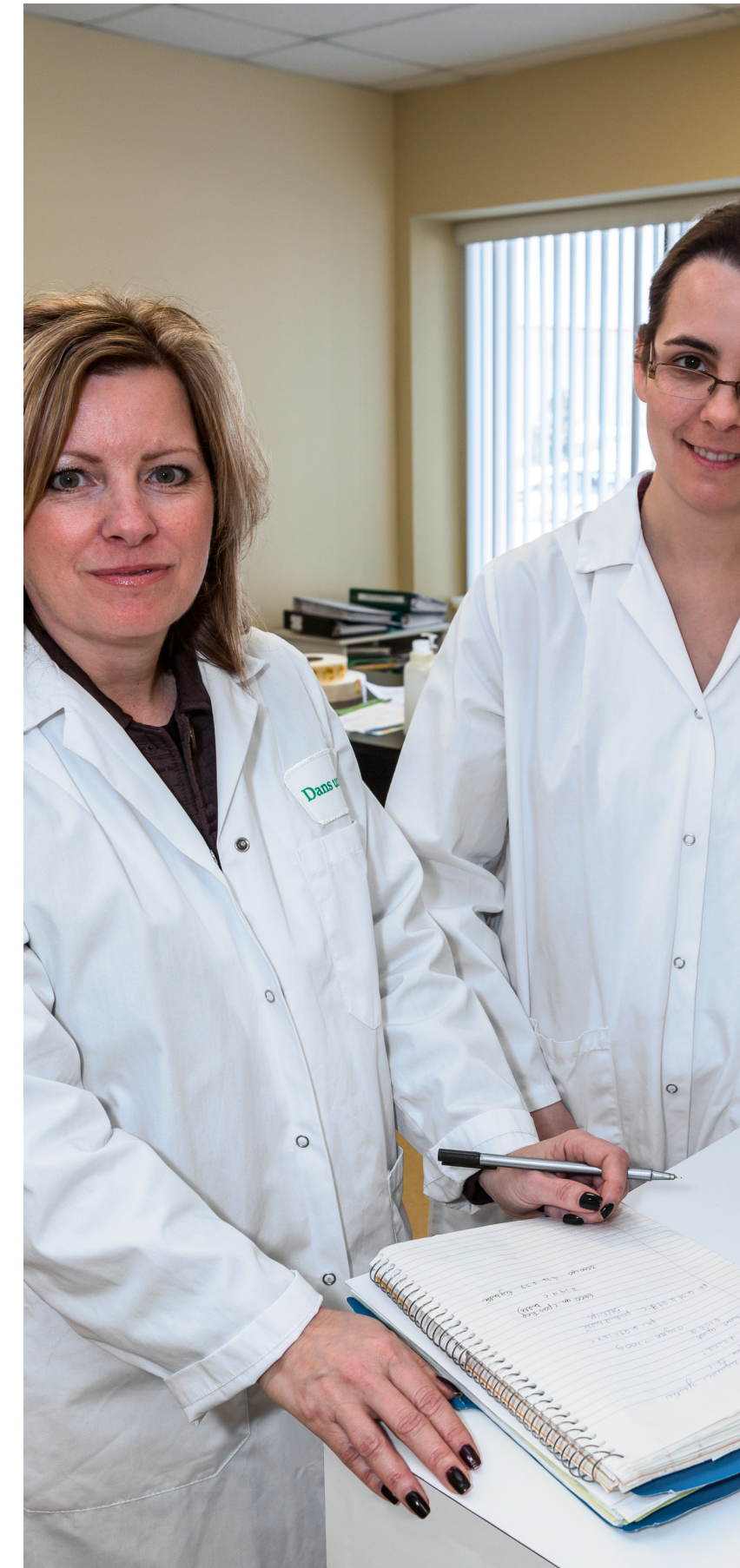
Product Development

To develop its 500-plus original products up to high company standards, Dans un Jardin first worked with a European chemist, developing original product recipes straight out of the owner's very own kitchen. Today, the company employs a team of certified chemists to carefully craft each item from its own manufacturing facility, typically adhering to a six-month turnaround for new product releases.

"Our R&D team is the soul of the business," says Raymond. "Quality and performance are what drives our development. Having our own laboratory on hand is a terrific advantage as we can develop faster to be on top of the trends."

To stay on top of these trends and ensure that every ingredient going into their soaps, bath salts and bottles is of the best quality, the Montreal-based Dans un Jardin team does its research.

"We search for the best ingredients [and] we only use IFRA compliant fragrances in our formulas," says Raymond. "We respect nature by using biodegradable bases as much as possible. Our products are not tested on animals; we test them on



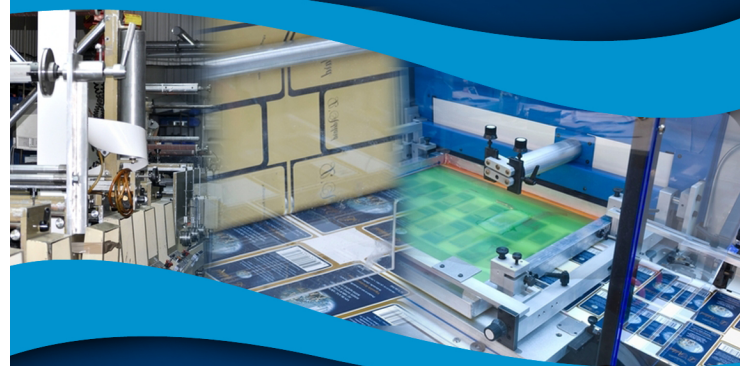


Since 1912 our passion has been to create and deliver Flavors, Fragrances, Botanicals, and Ingredients that stimulate and captivate the human sensory.

Bell Flavors & Fragrances (Canada)
3800 Isabelle Brossard, Quebec
J4Y 2R3
+1800.444.3819
www.bellff.com



IMPRIMERIE
Ste-Julie



IT'S SIMPLY MORE

Offers customized printing services of self-adhesive labels by flexography and digital printing.

1851, rue Nobel, Sainte-Julie (Québec),
Canada, J3E 1Z6

1 800 361-9344

info@impsj.com

www.impsj.com

Dans un Jardin

*Dans un Jardin Products
Provide High-Quality Pampering*

us and our family members.”

From conception to release, Dans un Jardin is confident in the quality of every creation that graces its shelves. “Having a great selection isn’t enough. Our products are also fabricated with the greatest care, and under the strictest quality control measures,” says Raymond.

“Our quality control department sees to it daily that Dans un Jardin stands for one quality: The best.”

A Customer-Centric Approach

Dans un Jardin’s operations are extremely customer-centric, all the way down to the last drop of fragrance. For example, when a particular scent is discontinued in favour of developing a new one, any customers who wish to continue using the original fragrance may order a personalized bottle from the Côté Parfum laboratory. Their perfume will be carefully re-created by a company certified technician, personalized with the customer’s name scripted on the label, and shipped directly to them.

“[This is] a great service that our customers appreciate – and a terrific way for us to stay on top service-wise,” says Raymond.

In addition, all fragrances are IFRA (International Fragrance



Association) and Health Canada compliant, and all products are made in accordance with GMP (Good Manufacturing Practice).

Future Developments

A new website has enabled customers to order their favourite Dans un Jardin products and have them shipped to their doorstep, ensuring that bath time is never devoid of pleasurable products. With this year marking 30 years in the bath and body business, we can surely expect more original and high quality creations from this Canadian company.

STATISTICS

Dans un Jardin.

30 YEARS OF WELL BEING

INDUSTRY:

Bath and body and home fragrances

FOUNDED:

Founded in 1976 in Europe and then arrived in Quebec in 1983. Today, Dans un Jardin is a 100% Canadian owned company.

HEADQUARTERS:

Boucherville, Quebec, Canada

KEY PEOPLE/TITLES:

- Gilles Sansregret, President, CEO
- Francine Raymond, Vice-President R&D and Marketing

PRODUCTS:

Bath and body products for the entire family and home fragrances

REVENUE:

15 million

EMPLOYEES:

250 and up to 600 during high season

WEBSITE:

www.dansunjardin.com

Visit us online: >>>