

Meet the Proprietors

John (Chief Chemist/Parfumist); Cyndi Berglund (St. Martin - Boutique Manager); Rachelle Crumrine (La Jolla – Parfum apprentice / La Jolla Boutique Manager)

In the fragrance world, the ultimate connoisseurs are called “noses,” people with an uncanny ability to distinguish individual scents. These “noses” also understand the many wonderful ways fragrances affect our senses.

"I am truly fascinated by how nature interacts with our sense of smell," says Tijon founder and chemist John Berglund. In fact, it was John's lifelong fascination with the chemistry behind fragrances that led him to create the Tijon line of products and to open St. Martin's first French-style parfumerie and design studio.

Yet, when it came to creating signature products for Tijon, the Berglund's sought guidance from experts the world over. He visited parfumeries in Grasse, France, for advice and inspiration. He consulted chemists and physicians when developing revolutionary skincare and sun care products. And he built Tijon's laboratory in St. Martin, French West Indies, to tap into the abundance of natural ingredients easily available throughout the Caribbean.

Now he is training their daughter, Rachelle, in the science of fragrance, who has partnered with her parents to manage Tijon's first USA location in La Jolla, California.

John has enjoyed a varied and successful career. He was a prosecuting attorney at age 24. Later, he transitioned to serving as a lobbyist before becoming a trade association executive in the United States. Now, as Tijon's chief chemist, John is fulfilling a long-held passion and living his dream of running a business in the Caribbean, documented in his published book, *A Beach Less Traveled*.

Rachelle uses her savoir-faire to run the La Jolla Tijon. She is a former director at Competitor Group Inc., organizing and marketing marathon events throughout the country, which explains the clean aesthetics and creative displays found within Tijon. "Our goal is for Tijon to be much more than a place to shop," Rachelle says. "While here, guests are immersed in a one-of-a-kind indulgence, and they are given a unique opportunity to learn about and experience the wonderful world of fragrances, including opportunities to create their own."

John, Cyndi and Rachelle invite guests to experience Tijon and to forever remember the fragrances of the French Caribbean.

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