

## Story Leads

This exciting and fascinating new business in La Jolla offers a wealth of story ideas that will fascinate readers in San Diego and from around the world. Journalists are invited to learn more about...

- Parfumer/chemist John Berglund's 10-year quest to create St. Martin's first working perfumery, and his lifelong fascination with the chemistry behind fragrances. Tijon now brings French traditionalism and scents of the Caribbean to the beautiful seaside village of La Jolla, California.
- The ancient art of *parfum* making including how Tijon handcrafts amazing scents using traditional French methods and many natural products.
- How residents and visitors are creating their own personal fragrances in Tijon's *parfum* creating experiences. Likely the only place in the world where they can do so in choosing from over 300 oils.
- The utilization of natural ingredients found on the island of St. Martin and throughout the Caribbean.
- Berglund's daughter, Rachelle, quitting her corporate job to partner and manage Tijon La Jolla.

Rachelle is very experienced at conducting interviews. Professional photography is available. Contact [Shell@tijon.com](mailto:Shell@tijon.com) for tours, interviews and photos.

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