

THE HINDU

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Scent of success

RUPA GOPAL



The Hindu Dynamic duo: Laura Reddy with Paul Pinthon. Photo: Rupa Gopal

As Maroma of Auroville gets ready to open its Chennai store, Paul Pinthon and Laura Reddy

There is much more to life than just living. One is honour-bound to make life beautiful for oneself and for others. Paul Pinthon came to Auroville from France, 36 years ago, in answer to a call to his soul.

Beginnings

“At that time, there were just 350 people in Auroville. It was a huge barren land, like a desert. I started life in Auroville with aromatics; so I spent the morning at the bakery and the afternoons researching fragrances. Four years of research led to the set up of Essence D' Auroville. In between, I left for four years - from 1980-84 - to plant 24, 000 trees in Auroville. I took up the company again, met Laura, and the magic of Maroma happened. We wanted our project to be more than just a business; its core is spiritual, a means of consciousness to matter, evolution and transformation. Forty-five per cent of our products are handmade and we are beaming with well-deserved pride.

Laura Reddy, an American who studied at the Ashram school, believes in karma yoga to become better as a person. A hallmark is quality, perfection and devotion, achieved over the last 36 years. Quality is our mantra! There is no compromise, it may be a little expensive. Maroma USA in Miami annually launches two lines each season; in eau de toilettes, perfumes, worldwide — in the U.S, Canada, Europe, U.K, Italy, Holland, Germany, Denmark, Switzerland, Japan and India. It is coming up in Chennai, Bombay and Delhi,” says Laura.

Paul is passionate about his work, a wizard at mixing and creating heavenly fragrances with a strong head for out into a glass-enclosed Zen-like space created by an old existing tree, a large rock and a spread of sand, care large unit brings a sense of awe at the simple beauty of handmade products — workers roll incense sticks in u hiss.

Cardboard boxes and paper wrappers, simple works of art to encase the lovely products, are being made by w manner of moulds: from terracotta to glass. The colours are incredible and so are the perfumes of these gentl unique.

The fresh scent of oranges wafts up on bending over orange-coloured wax. Singular black and white candles, greens and yellows. The latest design is truly flamboyant; the candle is partially encased in polished granite! I else can hold a candle up to them!

Range of products

Perfumed sachets, anti-insect sachets, perfumed miniscule bags of denim on key rings, anti-mosquito sprays, body-care products: three fragrances in the men's line and Sumaya for women with a youthful flowery bouqu vanilla are part of the new list. An Ayurvedic line too is to be launched in future with extensive research now l

Maroma is a wonderland firmly rooted in sensibility. Its policies include employing only adults; encouraging to the staff and savings schemes and nutritious snacks benefit them. The emphasis is on manual labour, as Pa

The beautiful range of soaps is moulded by hand in a simple machine; each one individually stamped, a produ colouring, and the barest minimum use of chemicals.

Maroma brings out the beauty of India, in a highly polished manner, wafting across oceans and seas, continer Maroma success story, bringing aroma and light into many lives; both buyers' and workers. Perhaps, life can |

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