

The revival of Aromatherapy, a calorie-free gustative pleasure

The fast development in the hospitality industry in the last 20 years perfectly materializes the new trends and our hyperactive urban lifestyle. The massive presence of SPAs in the high end 5* hotels evoked as a response to the need of rest.

The late evolution of the SPA industry leads more and more to an idea of well-being and Art-de-Vivre. Through embracing all the senses, Spas become an efficient way of physical as well as mental relaxation



In the 19th century, as shown in ancient paintings, the pleasures of taste and aroma were inseparable from the pleasures of bathing. However, with the DIET boom the pastries and other delicatessens, including the narghile, withdrew from the SPA concept.

Nowadays, AIRDIEM renews the association between wellness and taste with an innovative and fresh new concept, aligned with the Global Spa&Wellness Summit trends indicated on the latest conference.

The narghile is worldwide appreciated, from Russia to China. Airdiem products with their cosmopolite look, elegant and modern designs have become the worldwide reference for narghiles. Airdiem develops and renovates the use and the concept of the narghile emphasizing the excellence of a unique approach of “*école française du narghilé*”. Bringing back the serving rituals and developing new tastes and technologies of evaporation we suggest a new and unique Spa and Wellness concept.

Our exclusive system allows tasting in SPAs

- ✓ without any restriction
- ✓ Airdiem's aromatherapy concept has a calming relaxation effect

Until now the base for a narghile use was a tobacco or tea leaves mixture, saturated with honey, sugar and fruits. Airdiem's new proposal has a base of fine porous mineral stones saturated with natural food aroma oils. Through distillation from this base aromatic and pleasurable vapors are extracted.



On the Silk Road, a collection of evanescent pleasures



AIRDIEM is launching the first 3 flavor racipies, part of our new collection bringing you on a trip: "On the silk road"

- ✓ diet mixtures, calorie free
- ✓ 100 % organic

The base is of mineral stones and natural oils, which will distillate in vapors providing perfumes and tasting pleasure.

We concentrated our effort in developing a modern product with sophisticated flavors.



"Karakorum Palais des mille délices" n°16

A recipe where the mint is dominating:

La fraîcheur d'un vent sauvage balayant la toundra

"Un Caravansérail à Astrakhan" n°25

A recipe where the apple is dominating :

La puissance aromatique de l'arbre de vie

"Splendeurs de Samarkand" n°34

A recipe where the green grape is dominating:

Elixir d'amour du jardin du grand Khan

"Pure" n°07

A neutral taste (no taste but vapor) allowing to experiment with adding flavors into the water in the narghile's bowl.

The narghile tastes are obtained both through distilling the aromas from the base or through adding aromas in the water of the vase. The amateurs use syrups, perfumed alimentary oils or spices, which lead to salted notes (truffle oil+pimento)

The narghile is a laboratory to taste flavors and aromatic vapors



Stones are saturated with organic aromas.

Set in the burner, the stones are heated and thus distilling flavours.

At the end of the session, the stones are dried.

Appendix 1: How does the narghile work?

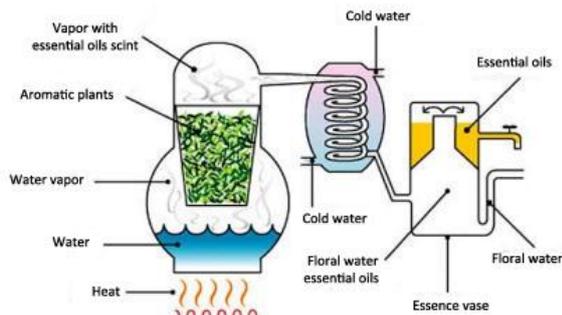
The Narghile is the supreme polysensorial product

Touching the 5 senses:

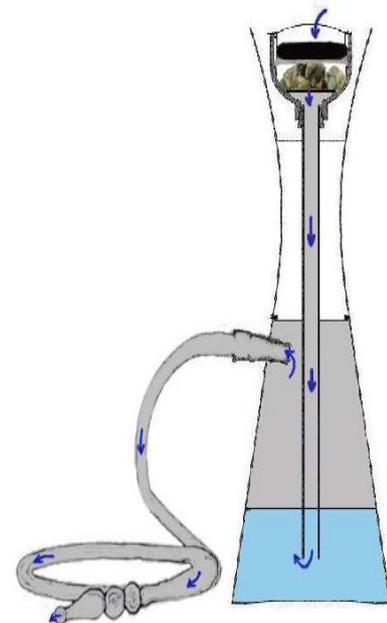
- ✓ Sound: The sound of the inhaled air, crossing the water as bubbles, makes a funny gurgle noise.
- ✓ Smell: The discrete perfumed odour is nice and pleasant even for the others in the room.
- ✓ Touch: The touch of the handful, joins the mouth with elegance, the gesture is lithe.
- ✓ Taste: The lasting process gives nice taste for 50 minutes of delight experience.
- ✓ Vision: The visibility of the vapours makes the breath alive, drawing the air.

The Narghile works as follows: it distillates a humid base (mixture) thanks to the heat from a special charcoal placed above the mixture

While inhaling, the coal is poked up and the air, filled with the taste of the mixture, goes through the water of the vase where it is cooled and filtered.



How does a still work



The burner is the only part of the narghile that turns warm, all the other parts stay cool, including the water.

The alimentary fine china burner is covered by a metal grill that protects and encloses the coal, while insuring a perfect airing.



Appendix 2: Airdiem, a partnership with the most talented designers.



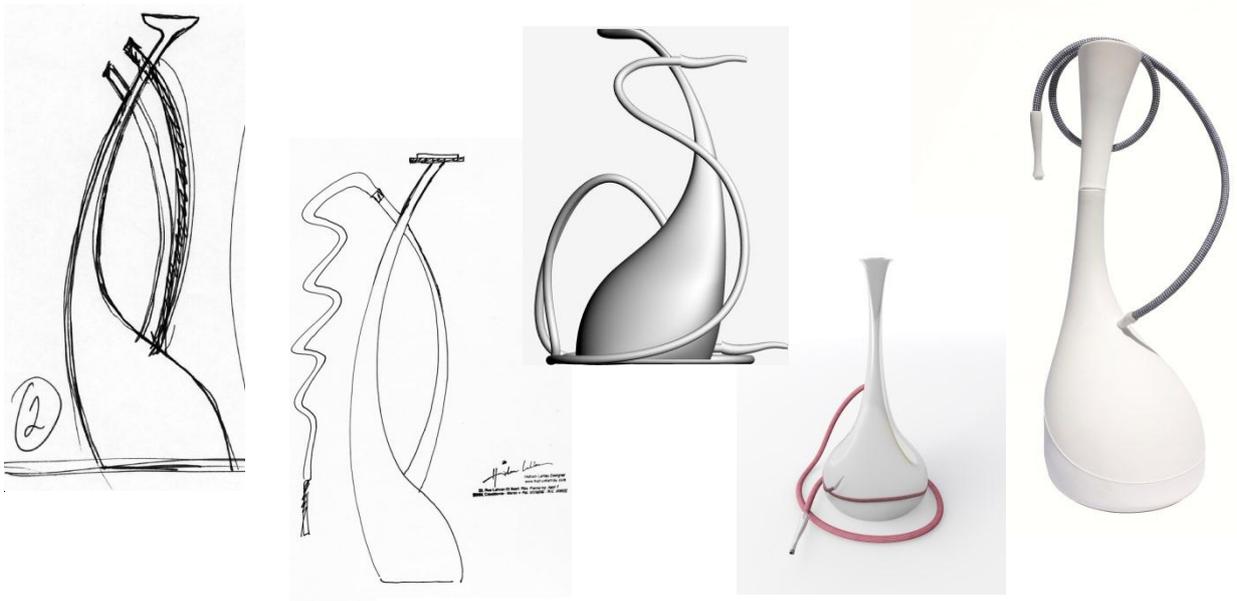
To create a beautiful and efficient product, nothing beats the experience of skilled designers who already expressed their capabilities in the scope of tableware, for brands such as Baccarat, Saint Louis Robbe & Berking, Puiforcat, and in the scope of fabrics (Toulemonde Bochart), lighting, furniture and decorative arts.

Hilton McConnico and Régis Dho are successful artistic directors who allowed brands such as Hermès or Lampe Berger, but also museums and 5*hotels to settle more firmly their identity and their commercial success in the late 20 years.

Our exchanges and work with these designers have always been spontaneous, reflecting our personal relations. On this basis, all these artists agreed to work on the narghile designs as personal projects.

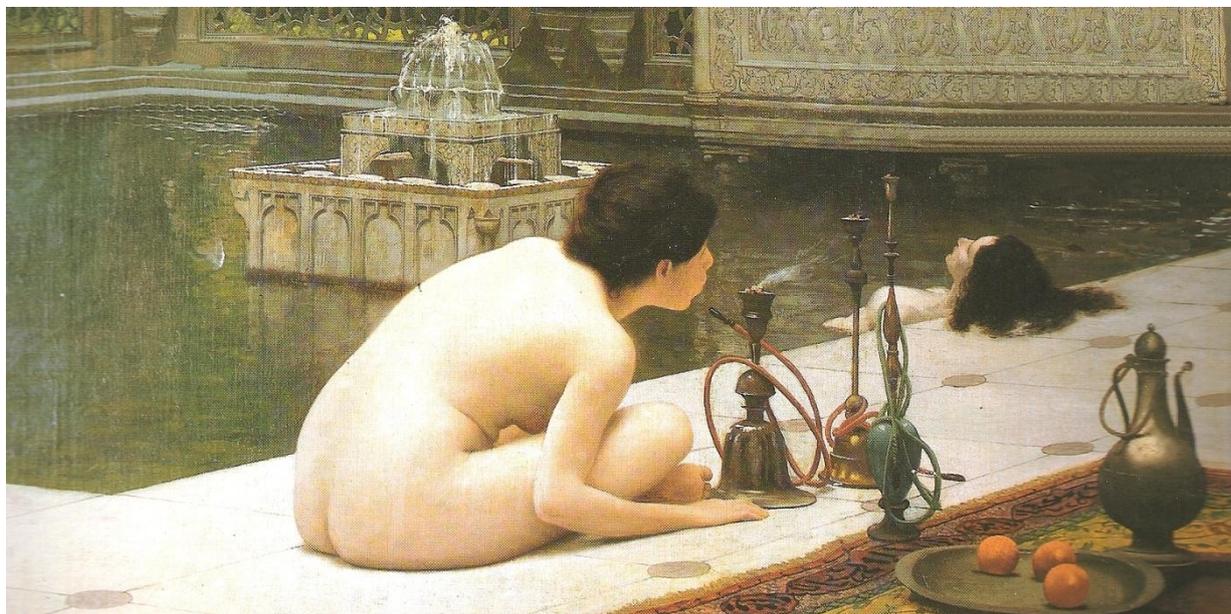
Even though the designers did not have any a priori knowledge about the narghile they were interested in learning because, besides its primary use, it has a decorative function as well. Moreover they did consider the narghile will have a sustainable future in the society because it also symbolizes sharing, togetherness and lifestyle. For all of them, **the narghile stands in the very heart of the house, as a hospitality symbol.**

Among our designers, one can find Nedda El Asmar, Hicham Lahlou, Jean Baptiste Sibertin-Blanc, Régis Dho, Hilton McConnico, ...



Disco Pipe narghile designed by Hicham Lahlou, from the drawing to the physical product

Appendix 3: The story of traditional narghile's mixture



The narghile enlightened, by painter Gérôme (1824 – 1904)

For five centuries, narghile amateurs used « **tumbak** » a natural tobacco bread that was moistened before being placed inside the burner.

To soften the taste of tobacco, women used to put some orange flower or some rose-water in the vase of the narghile. Thus, a sugar taste was given to the vapour.



In the 1970's appeared the « **maassal** »

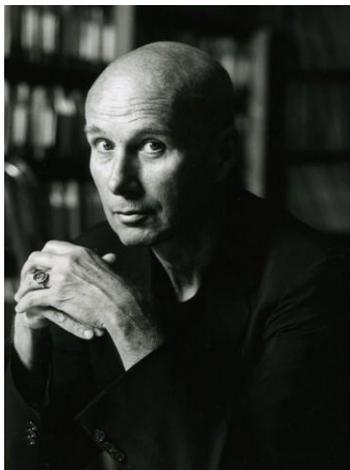
This product finds itself a place between marmalade and candy fruits. It smells good and must be consumed very moist. It has to be kept in the fridge.

« Maassal » is a molasse enclosing 20% of natural tobacco (without cigarettes additives and salsas) and 80% of a mixture of fruits, honey and sugar.

Nowadays it is the most consumed product, mainly produced by several small companies, but with an unequal quality.



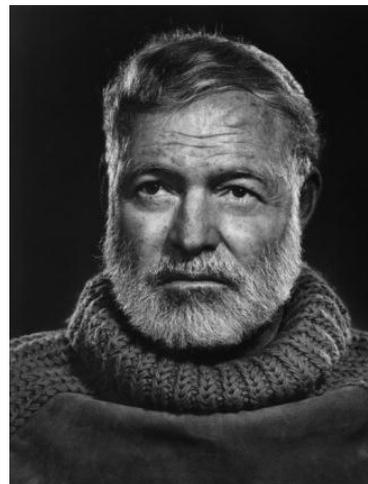
Appendix 4 : Few narghile's amateurs



Gabriel Matzneff,
Contemporary French writer



Baron Alexis de R  d  ,
Aesthet and member of the Parisian Cafe
Society in the 50's



Ernest Hemingway,
Writer and adventurer



Alexandre Dumas, French writer,
father of the 3 musketeers



Isabelle Eberhardt,
European writer and adventurer



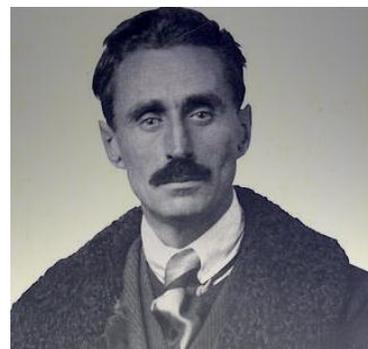
Pierre Loti,
French Royal Navy officer and writer



Antoine de Caunes,
actor and brainstormer



Sir Winston Churchill,
politician, Head of government



Henry de Monfreid,
writer