



A Beach Less Traveled

John Berglund

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The remarkable story of a happily married couple who abandoned the corporate rat race to open a perfumery and create their own custom lines of fragrances in the French Caribbean

What originated in a family vacation on the beach eventually became an unlikely but thriving business--a perfumery on the French-Dutch island of Saint Martin. Though he chose a career in law, John Berglund's passion lay in the chemistry sets of his youth and his lifelong fascination with perfume. Berglund eventually built a full-fledged lab in the basement of his home in Atlanta, where he spent countless hours of free time experimenting with new concoctions. He began to dream of opening a perfumery in a tranquil island paradise and ultimately set out to make it happen--no matter what.

Berglund's account of his Caribbean adventure is a fun-filled, factual tale of conflicts, contrasts, and celebrations. As he and his wife, Cyndi, embed themselves in the eccentric French-side community of Grand Case, they learn incredible lessons about business, success, and themselves. Their story may just inspire others, too, to follow in their footsteps, trading business casual attire for a pair of shorts and flip-flops.

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