



ENGEL LOEWE

FIRST CIRCLE LETTER I

25 MAY 2026



## THE REASON FOR THE HOUSE

I did not begin ENGEL LOEWE because the world needed another skincare brand.

It does not.

There are already enough products.  
Enough promises.  
Enough routines that become longer, louder and less clear with every year.

I began ENGEL LOEWE because I wanted to build something quieter.

A house for skin that does not ask for excess.  
A system that knows its order.  
Formulas that are not placed next to each other by accident, but designed to hold in ritual together.

The first collection begins with ten formulas.

Not because ten is more impressive than three.  
Not because a shelf should be filled.  
But because the skin does not live in one moment only.

It wakes.  
It carries the day.  
It gathers what touched it.  
It repairs in silence.  
It changes with light, season, stress, sleep and time.

For that reason, ENGEL LOEWE was built around two daily rituals.

### THE MORNING RITUAL

*prepares the skin for the day:  
clarity, hydration, protection,  
presence.*

### THE EVENING RITUAL

*closes the day:  
removal, refinement,  
restoration, depth.*

Some formulas begin.  
Some protect.  
Some renew.  
Some seal.

ETHER, the sixth step of the evening, was created as the close.  
Not the beginning.  
Not the entire story.  
The final layer.

The purpose of ENGEL LOEWE is not to make skincare feel complicated.  
It is to make it feel intentional again.

Each formula has a place.  
Each place has a reason.  
Each ritual is meant to be repeated until it becomes quiet.

This is what I wanted to build:  
not a trend,  
not a quick result,  
not a louder promise.

A standard.  
A ritual.  
A house.

Welcome to the first room.

Merlin Dragutinovic  
Founder · ENGEL LOEWE

