

## Visionary, by nature

### The Green Visionary

A life story that reads like a Hollywood movie script: Poor German migrant starting a business from scratch in far away country on other side of the world - and makes it on the global stage. Not only made it, but created lasting success for himself and many others. It was not an overnight hype with consequently bursting bubble and hangover – it was planting seeds, literally and figuratively speaking. Fueled by idealism, a lot of constant hard work and strong work ethics, Dr Klein planted the seeds and grew his company. The company is JURLIQUE, known and famed worldwide as the Purest Skincare on Earth, The man behind the brand not only had proven business skills and talent but great insight and future vision, at a time when most people had never heard of something called wellness. The biography of Dr Jurgen Klein has recently been published. The WOCHEN had a sneak peek for you.

After more than 20 years as JURLIQUE's leader, it was time to let go. The company was valued at \$146 million during negotiations for the sale to Kerry and James Packer and their American billionaire friends. At that point in time, JURLIQUE employed more than 400 people and had headquarters in Australia and the USA, distributing signature products in more than 20 countries all over the world. This is the peak of a great success story which began many decades earlier...

It is a bittercold autumn night in Salzgitter (Lower Saxonia, Germany) The year is 1944 and. Germany is ravaged by the final stages of World War II. Tucked away in a bomb shelter, during a horrendous air raid, a mother gives birth to her baby boy. One could have wished for easier times at the start of a new life. The immediate post war years mean not much else but bare survival for most of the population. Young Jurgen's childhood is overshadowed by hardships. Even the most basic supplies are scarce. Hunger is the daily companion, starvation a real threat. Mum Gerda and grandparents Gertrud and Heinrich Fricke try to keep a little veggie pad alive. Jurgen still recalls vividly how the precious crop was raided overnight – they had to survive for weeks on end on berries and roots.

The family sticks together well and becomes Jurgen's centering and anchor point. He is introduced to forest herbs by his grandfather who has the precious knowledge of healing herbs and how to use them to help others. In an almost mystical way, Heinrich and Gertrud have a deep faith in nature. They were convinced that one finds everything one really needs in nature, that nature provides all we really need for living. The value and magic of nature is clear to Jurgen at a very early stage. Before the age of seven, he is familiar with collecting, drying and extracting healing herbs. These are formative years, and this fundamental understanding of nature will

become the basis of his scientific career in research and development and later, when founding his own company.

But back to student years and post war Germany. The hardships continue, money is of the essence and Jurgen is thirsty for knowlegde, always pushing the boundaries - he wants to learn more and know more. The quest for knowledge is interrupted when he is conscripted for a compulsory 18month army term which provides an unexpected upside – with the pay Jurgen can afford to study chemistry at university. He blasts through the required eight years in a record time of only four, and puts on finishing touches by earning a PhD in biochemistry and in physical chemistry.

Still the thirst is not quenched – more knowlegde, more substance. He takes classes in conventional and alternative medicine, music, art, philosophy and psychology.

Jurgen Klein is not satisfied with easy answers, one-dimensional explanations. He is seeking the holistic truth - he wants to *know* what lies beneath. Dr Albert Riedel, also known as Frater Albertus, a living legend and Master of Alchemy in the 20 Century, teaches his secrets to a few adepts. Dr Jurgen Klein is amongst them.

He is learning about the Eastern philosophies, Yoga, Taoism and Buddhism and seeks to find the best of both, the Western and the Eastern way. Meetings with some of the most forward thinking spirits, among them Edward de Bono, Albert Riedel, Eckhart Tolle, Rudolf Steiner and Suma Ching Hai, become a life changing inspiration. A great and lifelong lasting inspiration is Jiddu Krishnamurti, a spiritual teacher and philosopher who transcended Buddhism and the ideas of the Eastern philosophies. Krishnamurti, who died in 1983, had had an extraordinary appeal, similar to nowadays the Dalai Lama.

The realm of knowledge becomes greater each year, the horizon widens. Indeed, it widens so much that Europe is becoming too small, too narrow, and too conservative to keep the creative spirit flowing freely. The old continent is stuck in an old-fashioned, even outdated set of values, despite all progress, inspiration and variety.

The general attitude toward new ideas and suggestions is rather “it won’t work”, followed by an explanation why it will not work (and in here, ironically, often is showing remarkable amounts of creativity).

In the end, this cannot be a good spot for someone like Jurgen. He is starting to look for different locations, a spot where he turns a vision into reality. This vision is: growing herbs and plants naturally, for manufacturing and production. A worldwide search begins, and in a combination of business sense and courage, places are singled out - and eventually dropped. The benchmark is high – as unpolluted as possible, with enough space, far away from emissions, and paramount: clean, unpolluted water, the life source. The final choice eventually, of all options, is the Adelaide Hills in South Australia. Could hardly have been much further away from Germany ...

Jurgens's family, wife Ulrike and four young kids arrived 1983 in Australia. In August 1985, they start the family-owned and family-run company JURLIQUE from scratch. Humble beginnings - the first order batches are made at home, in the family kitchen, and every family member chips in labor and effort, straight from the heart. The initial market is predominantly in the US, and, despite the limited production facilities, JURLIQUE is soon earning a reputation for natural based beauty care products of highest quality.

In the first year, the annual turnover is \$180.000 dollar. Just 17 years later, it is \$50 million dollar. The pace of growth and expansion JURLIQUE was showing would have failed many managers. Dr Klein stays ahead of the game and avoids pitfalls. He instinctively knows that the core brand value of Jurlique is the loyal customer base. He pleads to himself to never disappoint them. The high standards are tested and proven with each new batch, with each new product development. He never falters, never lets go of the reins. He knows of the importance to meet the emotional needs of his customers. Interestingly enough, Dr Klein had never attended any marketing school but knew intuitively, what modern marketing science is teaching nowadays.

The 1990s finally prove Jurgen Klein as one of the pioneers in a booming industry.

Natural products are becoming hip and mainstream, leaving the image of odd stuff for greenies behind. The market shares are growing and the big players keep a watchful eye, not to miss their piece of the cake. They look out for their chance to join the bandwagon.

„Wellness“ is the magic bullet.

Major hotel chains realize that wellness is a well selling concept, existing in the mind of the customer, and that wellness is a profit model. People all of a sudden are ready and willing to pay good money for being pampered in so-called Spas and wellness areas. This is good timing for Jurlique and Dr.Klein.

With an exponential growth in customer numbers, Jurlique is expanding rapidly and in the end, is exporting Australian homegrown top of the range products into more than 20 countries around the globe.

At the 2000 Olympics, held in Sydney, Jurlique product and services are in use, Jurlique has become one of the official sponsors. The Australian business world meantime has developed a keen appetite for the company. It would have been easy to be swept away by such massive success but Dr Klein continues to act with a social conscience, and shoulders the responsibilities that come with money, success, and employing others. The „Charitable Klein Foundation“ and the „Klein Research Institute“ are established, to give something back to a greater community, with multimillion dollar budgets, dedicated to research and development of natural health care to find alternative and most of all, better and more efficient ways to cure diseases such as diabetes and cancer.

The light of success is shining bright now but it has to be paid for, unexpectedly and painfully. Jürgen Klein and his family have worked hard and with long hours to make JURLIQUE lasting and successful. The constant expansion called for constant business travel, media activities, working days of 15 hours or even more at times, and this on a permanent basis, sometimes six, seven days a week. Somewhere down the track husband and wife have grown apart without realizing it in time. There is no alternative anymore, divorce is the only option, and, thankfully, it is on amicable terms. After 32 years together as a team in marriage and life, Ulrike and Jürgen Klein now go separate ways. It comes as a shock to the four children, despite them being meanwhile grown-ups themselves and independent. The family members all know that there is no other option, that there cannot be another solution, but each of them finds it hard to deal with the shock and grief.

At the same time the sale of the century is happening – JURLIQUE, the company born in 1985, now a grown-up and ready to let go. For Jürgen Klein this marks not only the end of something old but the beginning of something new. But letting go proves to become unexpectedly hard. Eventually the deal provides financial independence, and Dr Klein decides to start a new life with his new partner Karin in Hawaii, where they establish an exclusive Wellness SPA. It is also home of the JK7-Spa Sensator, a brand new and patented fun and entertaining anti-gravity device based on “sense pods” using the five primary senses, and a sixth and seventh sense. It treats, helps overcome and transforms stress, depression and psychosomatic imbalance into positive energy.

Dr Klein built it on traditional alternative and complementary treatments and for example, incorporates the use of specific essential oils, colours and sounds, using his expertise and experience of over 30 years in the industries of natural health care and wellness. This concept is practical and all-embracing holistic, and is reflecting the holistic approach Jürgen himself shows towards life. Dr Klein had been harbouring the idea for the SPA Sensator already during his years in Australia

It came to fruition after a near-death experience in the Himalayas. For his 60th birthday, to mark the end of an important stage in his life, he joined a pilgrimage to 7000-meter Mount Kailash, which in many religions is the most sacred place on Earth and has never been climbed by any human being. The demanding 53 km walk to surround the mountain once is the most important part of the pilgrimage. Jürgen Klein could not complete the walk. One of few defeats in his life, but this one came in return with the gift of priceless insights and a chance for a new beginning. And an obstacle often marks the beginning of a great success story. Jürgen Klein's alchemic guiding principle has always proven to be right: as inside so outside, as outside so within

Books in English: (German versions in preparation)

Dr Jurgen Klein:

Unearthing Nature's Secrets ---

Dr Jurgen Klein:

The JK7-Antistress SPA Sensator - Taking Health and Wellness to a New Level of Longevity

Websites:

[www.drjurgenklein.com](http://www.drjurgenklein.com): (Books)

[www.sullivanestate.com](http://www.sullivanestate.com) (Wellness Spa Retreat)

[www.jkispawellness.com](http://www.jkispawellness.com):

(More on the invention, the JK7-Antistress SPA Sensator)

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