



Atelier Aromaterapi
Since 2010
Kaz Dağları - Türkiye

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In the shadow of Mount Ida, where the same winds have carried resinous incense for three millennia, a quiet atelier continues a conversation begun over a hundred years ago in the wicker basket of an Anatolian folk healer named Çerçi Yusuf.

Today his great-granddaughter, the medical historian Dr. Rana Babaç Çelebi, translates those whispered recipes into the language of the present: rare formulas reborn from Ottoman pharmacopoeias, healing waters distilled from manuscripts written when Byzantium was young, edible perfumes served beside dishes conceived for Persian princes, and ritual incense that once rose in Mesopotamian temples.

Everything we do is governed by a single, non-negotiable principle:

RESPECT

Respect for the plant that gives its life.

Respect for the ancestors who first wrote the formula.

Respect for the earth that still grows the same rose after four thousand years.

Respect for the horse whose sensitive nose reminds us that scent is older than words.

Respect for the hands, past and present, that harvest, distill, and bottle.





Kayıp Gelenekler – Lost Traditions

A deliberate act of cultural resurrection. Ancient scent stories, verified by cuneiform and manuscript, are re-composed to modern safety standards yet remain faithful to their original spirit. Each formula arrives accompanied by its history: the vessel that once held it, the hand that wrote it, the civilization that breathed it. Some of these recipes are public for the first time in centuries. Others have never left our family.

The collection is offered quietly, almost secretly, in the Atelier shop, where century-old family formulas stand beside their newly awakened ancestors.

Our Noble Teachers

We also tend to horses with the same plants we study; science confirms what riders have long felt: a prey animal's exquisite nose makes it the most eloquent recipient of aromatherapy.

Parfüm Rotaları – Perfume Routes

A never-ending journey. Private expeditions, perfume camps, and intimate suppers trace fragrance from smoke to elixir to medicine to wine to modern parfum. With Turkey's finest chefs, we recreate menus lost centuries ago; with master distillers, we press roses at dawn using techniques older than Homer. Every experience is a 360-degree immersion guided by Dr. Rana Babaç Çelebi.





Scent Without Scars

Part of every harvest is returned: to reforestation in the Kaz Dağları, to women's cooperatives protecting heirloom seeds, to the open digital library at CerciYusuf.org, Turkey's first online encyclopaedia of medicinal and aromatic plants, freely offered to anyone, anywhere, who wishes to remember.





Dr. Rana Babaç Çelebi

Medical historian, perfumery scholar, and living custodian of Anatolia's ancient olfactory heritage.

From the cuneiform tablets of Mesopotamia to the handwritten prescriptions of Ottoman physicians, Dr. Rana Babaç Çelebi has devoted her life to tracing the hidden paths of incense, perfume, and ancestral healing formulas.

As an academic at Istanbul Medipol University's International School of Medicine, she unearths forgotten traditions and breathes new life into them alongside her students, reawakening the splendor of history's medicinal and fragrant legacies.

Third-generation granddaughter of the legendary Anatolian folk healer Çerçi Yusuf, she has never forgotten the scent of the healing plants from her childhood years.

Today, on her land nestled around Mount Ida (Kaz Dağları), she cultivates rare medicinal and aromatic botanicals, reading the deep memory of the soil with her own hands.

Selected as the official spokesperson for the 2026 Marie Claire Türkiye Perfume Awards, Dr. Rana Babaç Çelebi is now carrying Anatolia's millennia-old fragrance heritage onto the international stage. For her, perfume is never merely a fragrance; it is a cultural narrative, the olfactory signature of a civilization.

Under the aegis of Atelier Aromaterapi, her pioneering initiatives "Perfume Routes" and "Lost Traditions" craft unparalleled sensory journeys drawn from the depths of history, designed for both discerning individuals and the world's most prestigious luxury houses.

She calls her projects "time machines": alchemical bridges that transport not only lost scents but an entire civilization's philosophy of well-being, aesthetics and sensory memory into the present day.

A former competitive show jumper and lifelong passionate equestrian, she once soared over fences with the same precision and grace she now brings to her scholarly and sensory pursuits. Today Dr. Rana Babaç Çelebi stands as an elegant bridge connecting the past to the present, and Anatolia to the world.



Respect is our oldest ingredient

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