

## Press Release

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### The unique art of perfumery: **THE PERFUMER'S GARDEN – new from ADA**

*The Perfumer's Garden, ADA International's latest hotel cosmetics range, is exceptional. It offers fragrances composed by passionate perfumers that are being produced exclusively for the range, inspired by the season's fragrance trends. The latest spring/summer edition is available now. More are to come.*

March 2019 – **The Perfumer's Garden**. This is the name of ADA International's new hotel collection featuring high-quality fragrances that are anything but mainstream. Novel fragrance compositions have been created with leading perfumers that are inspired by the season's trends and the natural variety of fragrances found in the plant world. It is especially well suited to hotels that want to offer their guests a very special kind of individuality, lifestyle and wellbeing.

#### **The new spring/summer fragrance – more to follow**

Available immediately is **The Perfumer's Garden** new **Sweet Basil & Coriander** fragrance. During its development ADA trusted the experienced noses at Phoenix Fragrances. This well-known manufacturer of natural essences is always at the forefront when it comes to heading in new olfactory directions. Perfumer Julie Marlowe was truly focused on creating a very special composition. Her task was to create a fragrance that brings the freshness of an early summer morning into hotel bathrooms. "Aromatic like a sun-ripened lemon, light like a delicate petal and invigorating like the Mediterranean in high summer," says Marlowe. She has managed to successfully evoke warm, sunny days with bergamot, lemon and mandarin along with the spicy aromas of basil, coriander and spearmint.

**The Perfumer's Garden** is already available in the form of its **Green Tea & Ginger** fragrance, characterised by citrusy green aromas of lemon, bergamot and lemon rounded off with hints of green tea and ginger. It has a distinct character of wellbeing that can be felt all year round. Its creator is ADA's longstanding partner, and the traditional perfume house Robertet, based in Grasse, France's perfume capital. Robertet's fragrance artists are partial to creating new trends. Above all they are masters in the art of meticulously composing fragrances.

In future ADA intends to offer a new fragrance every six months, apart from the classic world of perfume. For the coming winter season, warm and woody aromas with earthy chords will be prominent.

#### **What lies close to guests' hearts – sustainably**

The range is based on high-quality, gentle substances and recipes that do not contain harmful ingredients like silicon, mineral oils or parabens. **The Perfumer's Garden** range is extensive. It comprises shower gel, shampoo & conditioner and body lotion in 30 ml bottles. There are also 15g and 40g soaps and an attractive gift set. Hand & body wash, hair & body shampoo, shampoo &

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conditioner and hand & body lotion also come in the environmentally-friendly, modern **Smart Care** dispenser system and the hair & body wash in the classic **press + wash** dispenser.

The sleek and timeless miniature bottles are decorated with different coloured labels and delicate plant drawings – to suit the respective fragrance composition. A small design highlight is the engraved product name on the bottle's cap. ADA has kept sustainability in mind: all our packaging is 100% recyclable.

**Photo ©: ADA International**



There's only one – but it's new every season: THE PERFUMER'S GARDEN from ADA offers an indulgent experience time and again in keeping with the season, featuring unique fragrances created by renowned perfumers.