

## Press Release

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**New fun body care for little guests – for hotels that love children**

# my forest FRIENDS

*Off playing with forest animals and straight in the bath. **my forest FRIENDS** from ADA International now means both are possible at the same time – turning soothing body care into a fun experience for children. Specially developed for hotels promoting a child-friendly environment. Available from 1 March 2019.*

April 2019 – It's not just family and holiday resorts that are geared to having little guests. City hotels too are responding to parents increasingly travelling with children. Also, one in two wellness hotels regularly have children as guests. But these little guests have specific requirements of their own, particularly when it comes to body care products for hotel bathrooms and spas.

A completely enjoyable bath time experience is now being offered by the new **my forest FRIENDS** range for children aged three and up from ADA, one of the leading hotel cosmetics manufacturers and a pioneer in the development of high-quality products tailored to the needs of the hotel industry.

### **Especially gentle**

Since children's sensitive skin requires special care, the new children's range has been developed specially for the needs of young skin, and tested for its skin-compatibility. **my forest FRIENDS** contains soothing marigold extract. The hair & body wash and body lotion also contain pure honey for soft, smooth skin. Both parents and the host hotel will appreciate the high product safety of these products. "Our new children's line enables the hotelier to demonstrate that paying attention to little guests is a top priority in his establishment," explains Wilhelm B. Könning, ADA's CEO.

### **Crazy water fights with animal playmates**

As soon as they set eyes on **my forest FRIENDS**, little ones will really be drawn to the products, that offer a parade of fun and happy animal motifs. The little bear, bunny, racoon and fox soon become firm friends. One of these lovely characters – Felix the Fox– also comes as a soft toy and as a fluffy hooded bath towel. Lovingly put together, fun toiletries packs such as the **my forest Bath Fun Set** and the **my forest Care Set** guarantee even more bath time fun. To ensure the children have good memories of their stay, there is a wash mitt in the shape of a bear and a small bag in the shape of a bunny, and they can play with a maze game, masks and crayons found in the **my forest Adventure Set**.

### **Good for children and the environment**

The hair & body wash and body lotion with their fresh fragrance combining summer, forest and nature are available from 1 March in 30ml bottles and 150ml tubes. There is also a 15g cream soap available.

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A love of nature is not only evident in the lovely little animal motifs. During the products' development, ADA – a pioneer of green hotel cosmetics – have given considerable thought to the environment. The 30ml bottles are made from 100% recycled PE (100% PCR PE) and so – like all the other ADA packaging materials – are 100% recyclable.

**Photos - ©: ADA International**



### Caption

**my forest FRIENDS** – The new care range from ADA International with a concept completely tailored to children and close to nature.



### Caption

**my forest FRIENDS** – the new care range from ADA International will be a hit thanks to its care of children's sensitive skin and providing lots of bath time fun for little guests.

### **About ADA Cosmetics International**

For 40 years ADA International has been developing and producing high-quality hotel cosmetics for international 3 to 5-star hotels. The portfolio includes lifestyle and luxury brands as well as intelligent Dispenser Systems. ADA also has its own research and development department to invent and develop tailor-made cosmetics concepts for the hotel industry. Sustainability is an integral part of its corporate philosophy. This is true of its resource-saving manufacturing processes all the way to its environmentally-friendly product innovations. With 700 employees worldwide and an international sales and service network, this long-standing company has a presence in over 50 countries in Asia, Europe, the Middle East and the USA.