

ADA teams up with iconic beauty brand kai to launch new luxury hotel collection

Celebrities as diverse as Sarah Jessica Parker, Oprah Winfrey and Pink have one thing in common: They all are fans of kai – the iconic Californian beauty line with its fresh, easygoing appeal and its subtly tropical nature. Taking inspiration from Hawaii and its exotic flora, Gaye Straza created the kai brand. Now, ADA International is launching a new hotel collection with this VIP fragrance in exclusive hotel bathrooms.

July 2019. Gaye Straza characterizes her fragrance kai Signature as “vacation, bottled” while being equally evocative of home comforts. kai is one of the most successful body care lines in the United States – beguiling style icons such as Sarah Jessica Parker, Charlize Theron and Jennifer Aniston. And, for her million-strong audience, even Oprah Winfrey put kai at the top of her „Favorite Things” list.

Aloha for hotel guests

The success story continues: Beauty-entrepreneur Gaye Straza now has selected one of the leading manufacturers of hotel cosmetics – ADA International – as her business partner. “We are always on the look-out for extraordinary brands that distinguish themselves from everyday selections. With kai, hotels bestow upon their guests that certain sumptuous vacation-and-lifestyle aura in their bathrooms,” says Sylvia Jensch, ADA’s CMO. Brands such as Bvlgari, Chopard and Penhaligon’s attest to the company’s sure flair for beauty trends and modern product innovation.

The Collection

The kai Signature hotel collection is now available. The fragrance of exotic white flowers and fresh, green accents exudes a casual and carefree lifestyle – like a run along Malibu’s breezy beach. The top note is the intoxicating scent of gardenia wrapped in delicate accents of jasmine and tuberose. Gaye was inspired by the lush, tropical plants of Hawaii, where she spent vacations during her youth. The collection’s design complements its essence by blending elements of relaxation and elegance at the same time. The frosted, white bottles with their practical flip-tops have a fresh look that conveys the timeless chic of the scent itself.

The collection comprises bath & shower gel, shampoo, conditioner and hand & body lotion in 25-, 40- and 60-ml bottles. The bottles are completely recyclable. 25-, 42- and 60-g soap bars round off the series. Several of these products also are available in the modern, economical and environmentally friendly dispenser system SmartCare, as well as in 300-ml pump dispensers. For more information, please visit www.ada-international.com.

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ANNEX



Photo ©: ADA International

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.

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