
ADA Cosmetics reveals prestigious Amouage Reflection Hotel Amenities

Kehl/Germany, November 2022. Precious, potent, and personal. For the past four decades, signature creations from Amouage, the acclaimed high perfumery House born in the Sultanate of Oman, have captivated fragrance connoisseurs in all corners of the world. For the first time in its history, Amouage fully breathes its artistic prowess into a hotel amenities collection following a hallmark partnership with ADA Cosmetics. The line, which currently debuted at the leading international trade show EquipHotel in Paris, is scented with Reflection, one of Amouage's most iconic scents.

Treasures from Oman: an essence for body and for soul

With its vibrant aromatic opening, its dazzling floral heart and charismatic woody and leathery base, Reflection embodies the avant-garde spirit of Amouage as well as its unwavering commitment to furthering and ennobling the art of perfumery.

The amenities collection is entirely vegan, GMO-free and contains one of Amouage's signature ingredients, the rarest and most precious quality of Hojari Frankincense harvested in the desert plateaus of Oman.

Considered a gift from God, Hojari Frankincense has been praised since the early antiquity for its mystifying aroma as well as its therapeutic benefits and its natural anti-inflammatory properties, used to nourish the skin and restore the epidermis.

Beautifully designed: a collection catering to guests' every need

Formulated to bewitch savvy travellers from around the world, this timeless and sophisticated new Reflection line is presented in an exclusive, fluted design inspired by the Seal of Amouage featured on every bottle. This aesthetic and carefully curated cosmetic collection provides guests with every amenity they need throughout their stay including a luxurious bath and shower gel, shampoo, conditioner, hand and body lotion, and hand wash. All the products are offered in eco-friendly, recyclable dispensers, bottles, and tubes with a soft-textured, matte finish.

A boxed soap, whose shape also echoes that of the Seal, and a selection of complementary Amouage dry amenities and turndowns are also part of the line. They include products such as a shaving kit, a manicure set, and a pillow spray in a harmonised packaging with a particular focus on biodegradable, natural materials including bamboo and paper.

An extraordinary experience

"We are delighted to partner with such a unique fragrance House as Amouage," says ADA Group CMO Gerd von Podewils. "The resulting collection has exceeded even our highest expectations and will bring the perfect touch of luxury to hotel bathrooms around the globe."

“Only the most elite offering of today’s hotel amenities could show just how mindful we are with every little detail of Amouage’s universe,” says Renaud Salmon, Chief Experience Officer at Amouage. “In ADA Cosmetics we have found the ideal partner to set a new benchmark for the hotel experience: a custom-made, personalized adventure that will appeal to the most discerning travellers.”



© Amouage

The Amouage perfume Reflection was created by French perfumer Lucas Sieuzac, who conceives each of his fragrances as an invitation to a voyage of the senses. The new body care line includes all the amenities that one expects from a deluxe hotel courtesy kit.

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About Amouage

Amouage is a privately owned High Perfumery House renowned for creating some of the most finely crafted perfumes in the world. Founded in the Sultanate of Oman in 1983 to be 'The Gift of Kings', the House has redefined the Arabian art of perfumery, garnering a global reputation for bringing innovative modernity and true artistry to all its creations. Masterfully paying tribute to its heritage, Amouage is a unique fusion of East meets West that defines avant-garde opulence.

Amouage perfumes carry a sophisticated signature that attest to unparalleled craftsmanship, quality, and creative integrity. Its creations are available in more than 80 countries around the world through 10 standalone boutiques and a highly selective network of approximately 1,000 of the world's finest department stores, perfumeries, and airports. www.amouage.com

About ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide. Working with primarily 3- to 5-star group accounts as well as independent hotels, the company specializes in offering bespoke solutions. ADA's portfolio of more than 20 brands features luxury, boutique-style and international designer names alongside bio-certified natural cosmetics lines. The company is also an innovator and market leader specializing in hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle-to-Cradle certified company is geared towards environmentally friendly, sustainable business practices. With its own manufacturing facilities in Europe and APAC, Europe's leading supplier of branded hotel cosmetics is headquartered in Kehl, Germany, and employs more than 600 staff in over 50 countries across Europe, the Middle East, Asia, and the USA. www.ada-cosmetics.com

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