

Hotel cosmetics send a clear signal

## **ADA Cosmetics presents its twice-certified body care collection – THINK, ACT & LIVE RESPONSIBLE**

*Kehl, February 2023. Saving resources and the environment: More and more people are actively contributing to this goal with their behavior – both at home and at work or while traveling. ADA Cosmetics has just introduced one of its most sustainable body care lines yet to the market to support hotels and their guests in their efforts to protect the environment and to reduce its own environmental footprint at the same time. The 'Think, Act & Live Responsible' collection developed by this leading hotel cosmetics company is the first to simultaneously receive both the renowned Ecocert COSMOS Organic and the Nordic Swan Ecolabel.*

### **Body care: naturally vegan**

For cosmetics products to earn both the Ecocert COSMOS Organic and the Nordic Swan seals, they must meet a variety of extremely high requirements in terms of both quality and the environment. Therefore, not only do more than 98 percent of the raw materials used for the Think, Act & Live Responsible product line have a natural origin, at least 10 percent of these are, in fact, organically cultivated. The vegan product formula with biodegradable tensides is also free of microplastics, parabens, paraffins, silicones, and SLS/SLES. It pampers guests with aloe vera, well-known for its moisturizing effect, and refreshes the senses with a subtle aquatic fragrance that blossoms on the skin with fine accords of aloe and cucumber and woody-spicy base notes.

### **The dispenser: recyclable with a clear message**

The new body care line, which comprises shower gel, shampoo, conditioner, hand & body lotion, and liquid soap, is available exclusively in recyclable dispensers, both in ADA's bestselling 100 percent hygienic, closed SMART CARE system and in refillable pump dispensers. Even the new product line's name with its eye-catching design sends a clear and important message.

"Content, packaging, message – the entire package makes Think, Act & Live Responsible a most notable collection that we are very proud of," says Anja Fernandez, Director Global Brand Marketing at ADA. "It supports and encourages its users every day to effect a change in the world. Furthermore, hotels can proudly manifest their commitment to environmental protection."

## **An entirely green product line: from packaging to accessories**

The new Think, Act & Live Responsible body care products are available immediately. They supplement the green accessories line of the same name, which has enjoyed enormous success on the market for the past three years. Here too, ADA Cosmetics complies with strict sustainability principles by consistently using durable, natural, and reusable materials such as bamboo fibers, organic cotton, and bioplastics made of corn starch. Product offerings include popular accessories such as combs, nail files, slippers, and sewing kits.

For more information, please visit [www.ada-cosmetics.com](http://www.ada-cosmetics.com).

## **PHOTOS**

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Twice-certified, with a clear message: The new THINK, ACT & LIVE RESPONSIBLE body care collection includes shower gel, shampoo, conditioner, hand & body lotion, and liquid soap.



ADA Cosmetics wants to help hotels and travelers make “conscious choices, trip by trip.” THINK, ACT & LIVE RESPONSIBLE body care by ADA Cosmetics promotes environmental consciousness throughout the world. The product line also includes a wide assortment of green accessories.

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