



*The New hotel Courtesy range*

# *The European Market*

- The European market recorded a rebound in early 2025, after a period of stagnation
- The luxury segment in particular is growing
- Sustainability focus - growing demand for eco-friendly properties and sustainable tourism practices
- The UK and Germany represent over a third of the hotel industry in Europe
- France, Italy and Switzerland are leaders in hotel profitability, Spain is the leading hotel investment market
- In 2024, Greece recorded an increase in transactions of more than 1200%

Reference: Statista

# *Hotel Courtesy set – purchasing drivers*

## **Purchasing drivers for hotels:**

- Range of fragrances proposed
- Packaging design: shapes and colours
- Functionality



## *The Beauty Escape Philosophy*

Inspired by discreet elegance and authentic well-being, the range combines advanced cosmetic formulas and sophisticated fragrances, created to celebrate Italian excellence.

# *Beauty Escape: the product range*



**Product range  
in refillable  
bottles:**  
Afrodite and  
Atlantis



**Ecolabel certified  
Product line in  
non-refillable  
bottles:**  
Arbory



**Product line in  
non-refillable  
bottles:**  
Setai



**Product line in  
single-dose  
bottles:**  
Dermomed  
Hotel collection



# *Afrodite product range*

*shower gel, hand soap, hair & body wash, shampoo, conditioner, body cream, air freshner*



# *Atlantis product range*

*shower gel, hand soap, hair& body wash, shampoo, conditioner,  
body cream, air freshner*





# *Setai and Arbory product range*





# *The Beauty Escape philosophy*

- Refined fragrances, memorable olfactory notes
- Advanced cosmetic formulas: excellent ingredients for a wellness experience
- Packaging: design and functionality
- Hospitality environmentally conscious: reduced single-use plastic, environmental certifications

# *The fragrances: memorable olfactory notes*



## **Afrodite**

**Top:** bergamot

**Middle:** Tonka beans

**Base:** vanilla



## **Atlantis**

**Top:** lemon and peach

**Middle:** lavender and orange flowers

**Base:** musky base



## **Arbory**

**Top:** fruity notes

**Middle:** violet and white flowers

**Base:** peach



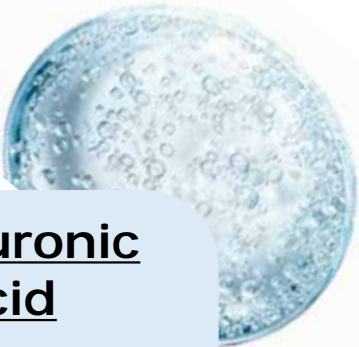
## **Setai**

**Top:** lavender and sage

**Middle:** Ylang-Ylang and rose

**Base:** vanilla

# *Excellent ingredients for a well-being experience*



## **Hyaluronic acid**

Moisturising, tissue repairing and regenerating action



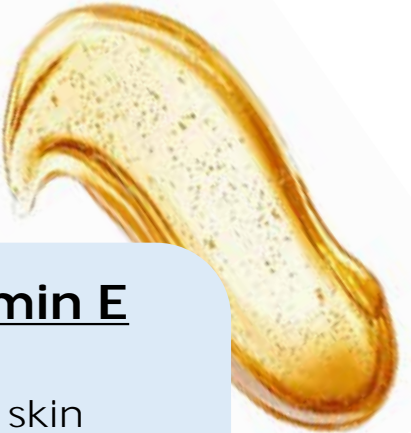
## **Glycerin**

Lasting moisturising action, leaves the skin looking radiant



## **Panthenol**

Soothing and protective properties against skin irritation as well as strong moisturising action



## **Vitamin E**

Improves skin elasticity and accelerates cell renewal processes

# *Packaging: Design and functionality*

**The Beauty Escape range combines functional design and refined aesthetics**

**Safety:** bottles fixed to the brackets guarantee total inviolability and prevent any possible contamination, for maximum safety.

**Ease of use:** the practical opening system of the brackets allows speedy replacement of the bottle.





# *Hospitality environmentally conscious*



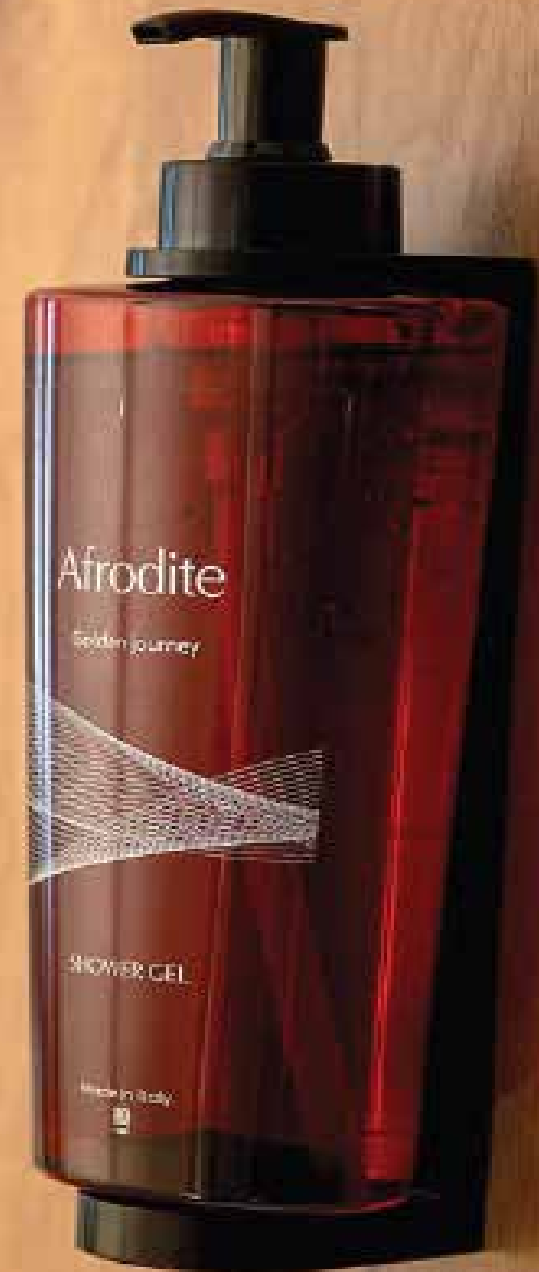
**Refillable bottles:** Reduce single-use plastic and limit product waste, giving hotels a sustainable option.



**Paper refills:** FSC certification for responsible forest management and Aticelca-verified recyclability



**Ecolabel products:** combine skin care and respect for the environment



# Product positioning



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# *The Afrodite line*

The fragrance of the Afrodite line celebrates the art of seduction, perfect for those who want a rich, elegant and memorable olfactory experience.



**Top:** bergamot

**Middle:** Tonka beans

**Base:** vanilla

# Afrodite line product references



Shower Gel  
400ml  
cod. AFR100



Hand Soap  
400ml  
cod. AFR101



Shampoo  
400ml  
cod. AFR102



Conditioner  
400ml  
cod. AFR103



Body Lotion  
400ml  
cod. AFR104



Hair & Body wash  
400ml  
cod. AFR112





## *The Air freshener*

The Afrodite collection includes a room and fabric air freshener that picks up on the olfactory notes of the body care products to offer a complete sensory experience

- Long-lasting fragrance up to 48h
- Suitable for use in rooms and fabrics
- Also suitable for carpet and rug perfuming



**AFRODITE AIR FRESHENER**  
Cod. AFR111

# *The Atlantis Line*

The fragrance of the Atlantis range celebrates vitality and elegance, thanks to natural extracts such as lemon, orange and lavender notes, ideal for those who want a sparkling and energetic sensory experience.



**Top:** lemon and peach

**Middle:** lavender and  
orange flowers

**Base:** musky base

# Atlantis line product references



Refillable  
bottle

Shower Gel  
400ml  
cod. ATL100



Hydrating



Dermatologically  
tested



Hydraminic  
Acid



Refillable  
bottle

Hand Soap  
400ml  
cod. ATL101



Hydrating



Dermatologically  
tested



Hydraminic  
Acid



Refillable  
bottle

Shampoo  
400ml  
cod. ATL102



Brightening



Coconut oil



Strengthening



Corn proteins

Conditioner  
400ml  
cod. ATL103



Hydrating



Vitamin E



Chemosole

Body Lotion  
400ml  
cod. ATL104



Refillable  
bottle

Hair & Body wash  
400ml  
cod. ATL112



Dermatologically  
tested

BEAUTY  
ESCAPE



# *The Air freshener*

The Atlantis collection includes a room and fabric air freshener that picks up on the olfactory notes of the body care products to offer a complete sensory experience

- Long-lasting fragrance up to 48h
- Suitable for use in rooms and fabrics
- Also suitable for carpet and rug perfuming



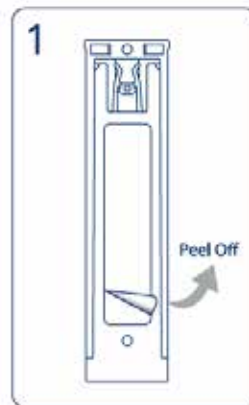
**ATLANTIS AIR FRESHENER**

Cod. ATL111

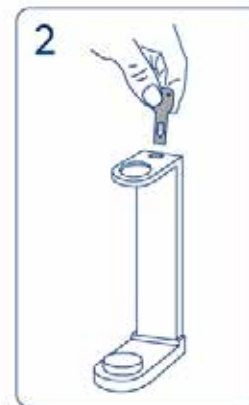




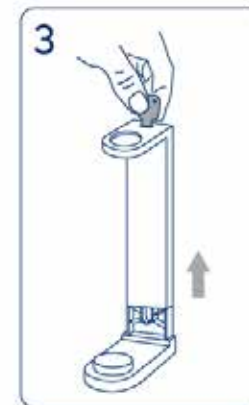
## *Bracket Installation Procedure*



Remove the adhesive and stick the bracket on the wall



Through the appropriate key, unlock the bracket opening



Remove the upper part of the bracket



Insert the bottle into the bracket, matching the bottle dispenser to the upper hole of the bracket



Lowers the upper movable part to make it fit into the bottle and remove the key



Find out more on your smartphone



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# *Refills*

- 1000ml refills in a bottle mainly made of cellulose
- Refills in 5L cans



## 1000ml REFILLS in a bottle mainly made of cellulose



**FSC-certified** refill from a supply chain that respects forest resources



Recyclability tested and certified according to **UNI 11743:2019 - Aticelca certification**



Easy to handle, makes operation easier

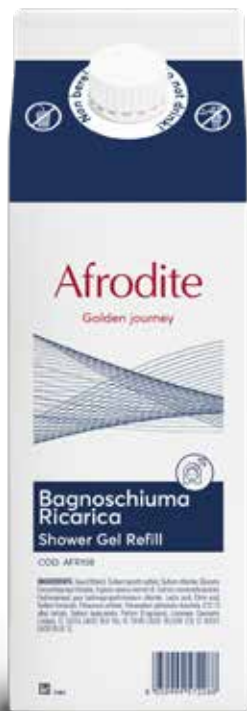


Precise dosing without product waste

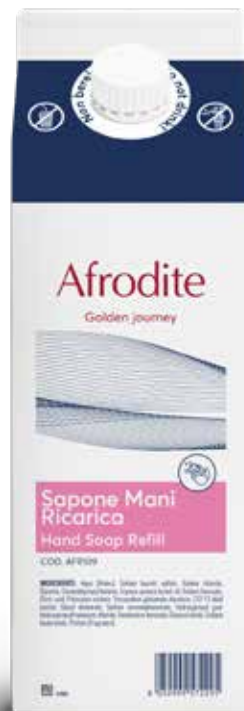




# Cellulosic refills - Afrodite



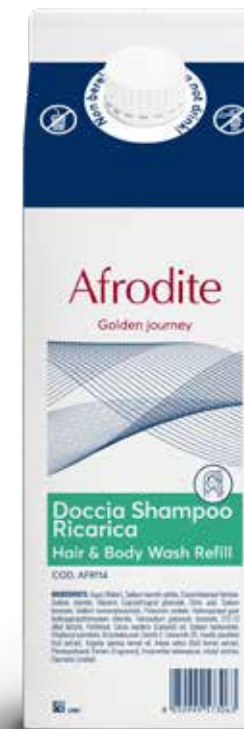
Afrodite Shower gel  
Refill box - 1000ml  
cod. AFR108



Afrodite Hand soap  
Refill box - 1000ml  
cod. AFR109



Afrodite Shampoo  
Refill box - 1000ml  
cod. AFR110

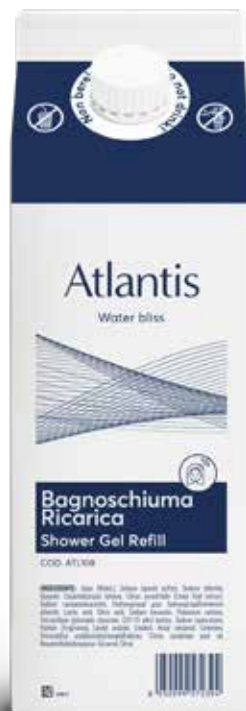


Afrodite Hair & Body wash  
Refill box - 1000ml  
cod. AFR114

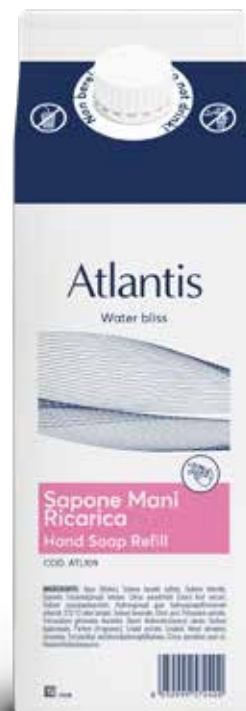




# Cellulosic refills - Atlantis



Atlantis Shower gel  
Refill box - 1000ml  
cod. ATL108



Atlantis Hand soap  
Refill box - 1000ml  
cod. ATL109



Atlantis Shampoo  
Refill box - 1000ml  
cod. ATL110



Atlantis Hair & Body wash  
Refill box - 1000ml  
cod. ATL114



## Refills in 5L can - Afrodite



Afrodite Shower gel  
Refill can - 5lt  
cod. AFR105



Afrodite Hand soap  
Refill can - 5lt  
cod. AFR106



Afrodite Shampoo  
Refill can - 5lt  
cod. AFR107



Afrodite Hair & Body wash  
Refill can - 5lt  
cod. AFR113



## *Refills in 5L can - Atlantis*



Atlantis Shower gel  
Refill can - 5lt  
cod. ATL105



Atlantis Hand soap  
Refill can - 5lt  
cod. ATL106



Atlantis Shampoo  
Refill can - 5lt  
cod. ATL107



Atlantis Hair & Body wash  
Refill can - 5lt  
cod. ATL113



## *Dispenser for 5lt can*

Can refills are combined with dispensers to fill 400ml bottles



1  
Remove the cap from the can.



2  
Insert the dispenser inside the can



3  
Open the bottle, refill with the product and then close it



4  
Once the can is empty, remove the dispenser from the can



5  
Sanitize the dispenser with a proper disinfectant solution



6  
Insert the sanitized dispenser inside a new can

**KIT-PUMP 10 pcs**





# Traceability

To ensure traceability of the filled product, the following procedure is suggested:



Fill the bottle with the respective product in the can



Peel off one of the stickers with the product batch number from the can



Apply the sticker to the back of the bottle to ensure traceability of the product in use

# *Product lines in non-refillable dispenser*



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# *The Arbory and Setai dispenser line*



Arbory Body wash  
300ml  
cod. AR2030



Arbory Hand wash  
300ml  
cod. AR1020



Setai Hair & Body wash  
300ml  
cod. SE2030



Setai Hand wash  
300ml  
cod. SE10203



# *Single-dose products*



Dermomed Hotel Collection  
Vegetable soap 30g  
Cod. DMHC1030



Dermomed Hotel Collection  
Hair and body wash 30 ml  
Cod. DMH2050



Dermomed Hotel Collection  
Hair and body wash 10 ml  
Cod. DMH2040



# Vanity Kit



Shower Cap  
Cod. LCA004



Vanity Kit  
Cod. LCA005



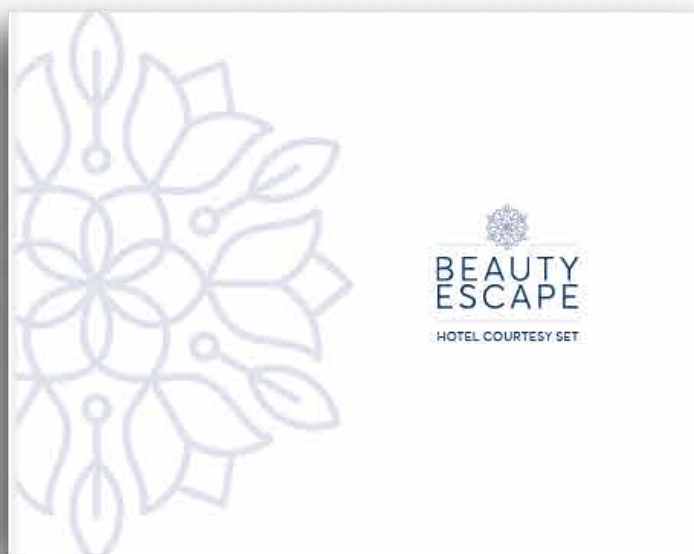
Slipper  
Cod. LCA006

# *Communication Material*

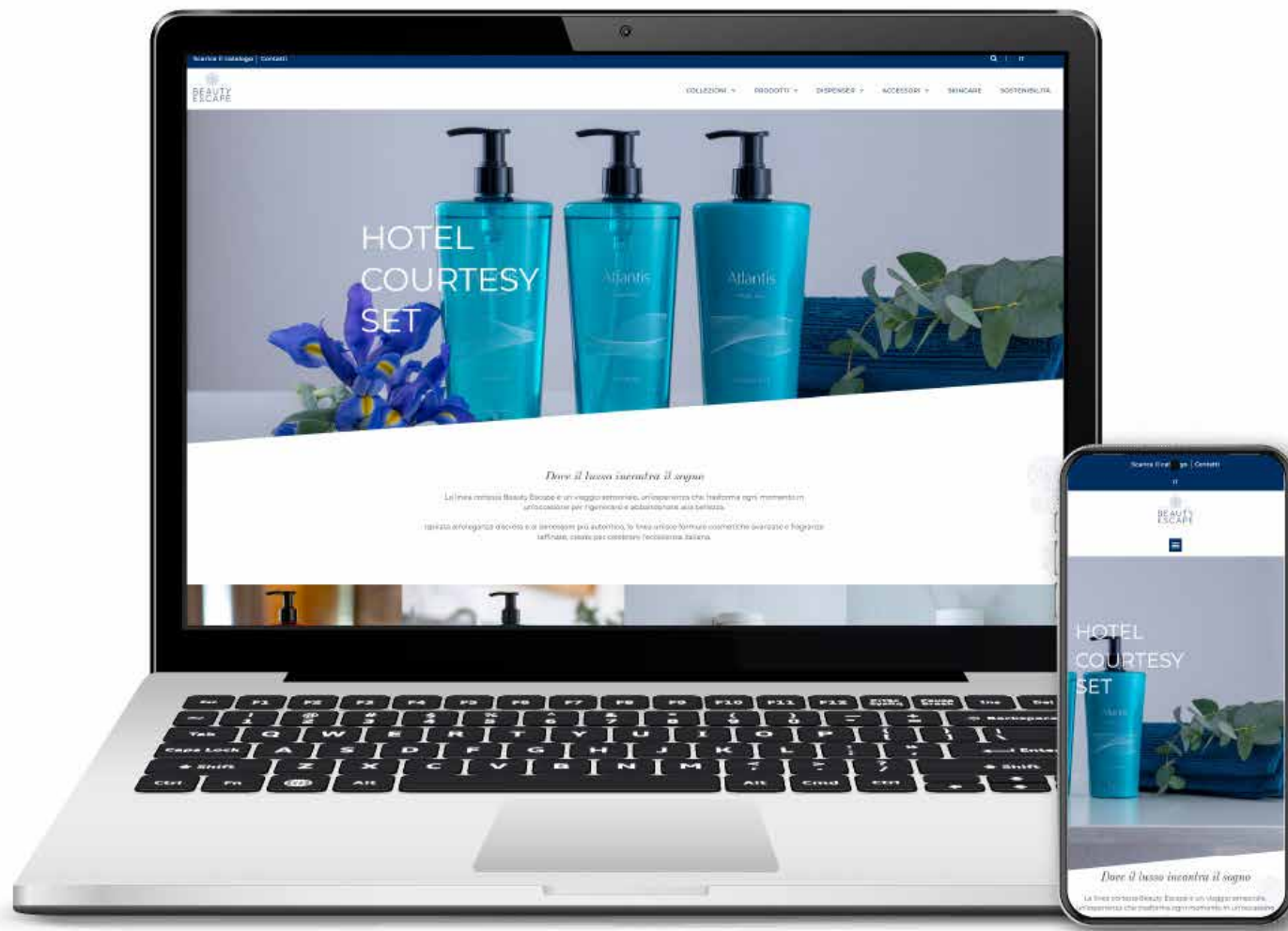
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# Product Catalogue

The Beauty Escape catalogue narrates the new hotellerie range by developing a storytelling that starts with the emotional concept associated with the Abano Terme area and reviews all aspects of the product range.



# Website - *beauty-escape.com*



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# Beauty Escape Kit



Beauty Escape KIT Atlantis and Afrodite  
Beauty Escape KIT Setai and Arbory



[beauty-escape.com](https://beauty-escape.com)