BEAUTY ESCAPE

HOTEL COURTESY SET

*The hotel courtesy range*

# *European Hospitality Market*

The European hospitality market in 2025–2026 is experiencing strong growth, driven by the luxury segment and a significant increase in investments, exceeding €16 billion.

Destinations and Key Strengths:

- **Italy:** Strong appeal for luxury, art cities (Rome, Venice and Florence), and resort destinations.
- **Spain and France:** Confirmed among the leading markets for investment and accommodation capacity.
- **Greece:** Leader in the number of 5-star properties.
- **United Kingdom:** Primary market in terms of transaction volume.

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *Hospitality Market Trends*

## Wellness and Health at the Core of the Hotel Offering

The pandemic has accelerated awareness of the importance of health and well-being, transforming them from additional services into essential components of the hospitality offering.

Focus on:

- Air purification and air quality monitoring
- Antibacterial materials in high-touch areas
- Advanced disinfection, now a standard practice, though less visible

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *Hospitality Market Trends*

## The Rise of Sustainability

The hospitality industry is undergoing a profound transformation toward more sustainable practices. Superficial approaches are progressively giving way to structural commitments:

- Environmental certifications becoming the norm rather than the exception
- Carbon footprint transparency for hotel stays

## Sustainability as a Competitive Factor

75% of travelers state that sustainability influences their choices. This has a direct impact on investments, partner selection, and property positioning.

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *Hotel Courtesy set – purchasing drivers*

Purchasing drivers for hotels:

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

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica



# *BEAUTY ESCAPE*

## *for exclusive hospitality*

- **Refined fragrances, memorable olfactory notes**
- **Advanced cosmetic formulas** with premium ingredients for a true wellness experience
- **Packaging** designed for elegance, harmony and functionality
- **Environmentally conscious hospitality**: reduced plastic use and certified sustainability

BEAUTY ESCAPE

# *The Beauty Escape collections*




## Afrodite

**Golden journey**




## Atlantis

**Water bliss**




## Artemide

**Nature touch**

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *The Beauty Escape collections*




Mirage

**Oriental dream**




FLEUR DE LIS

**Essence provence**




ACQVA DI VENEZIA

**Eternal heritage**

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Afrodite – Golden Journey*




al and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Atlantis – Water Bliss*




bidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Artemide – Nature touch*




this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Mirage - Oriental dream*




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Fleur de lis – Essence provence*

FLEUR DE LIS

Essence provence




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Setai e Arbory*




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# AIR FRESHENER

The Beauty Escape 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
- Suitable for use in rooms and fabrics
- Also suitable for carpet and rug perfuming



# *The fragrances: memorable olfactory notes*



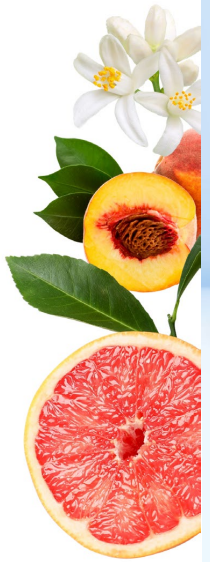



## Afrodite

**Top**: bergamot

**Middle**: Tonka beans

**Base**: vanilla






## Atlantis

**Top**: lemon and peach

**Middle**: lavender and orange flowers
**Base**: musky base

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *The fragrances: memorable olfactory notes*




## Mirage

**Top**: bergamot, lime and orange

**Middle**: white flowers and violet

**Base**: amber




## Artemide

**Top**: green leaves and blackcurrant buds

**Middle**: freesia and water flowers

**Base**: musky base

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Le fragranze: memorabili note olfattive*




## Fleur de lis

**Top**: cardamom and rose

**Middle**: violet, jasmine and orange blossom

**Base**: vanilla




## Acqva di Venezia

**Top**: fruity notes

**Middle**: milk, peach and caramel

**Base**: patchouli

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *The fragrances: memorable olfactory notes*




## Arbory

**Top**: fruity notes

**Middle**: violet and white flowers

**Base**: peach




## Setai

**Top**: lavender and sage
**Middle**: Ylang-Ylang and rose

**Base**: vanilla

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Excellent ingredients for a well-being experience*



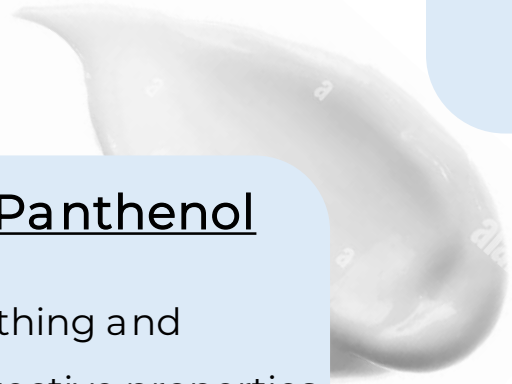
## Hyaluronic acid

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

Disclaimer: The content of this document is confidential and for internal use only. It is forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *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.




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of

# *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

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *The refills*

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

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *1.000 ml 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




BEAUTY ESCAPE

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *1.000 ml refill key features*




**Plastic reduction of about 80-95 %** compared to plastic bottles



- **FSC-certified** material
- Aticelca



Transport optimization:
**+66% L/pallets**
compared to standard 1L plastic bottles

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

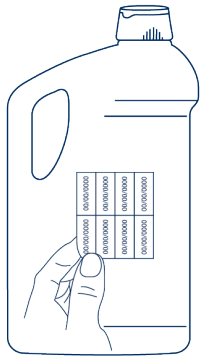
BEAUTY ESCAPE

# Traceability

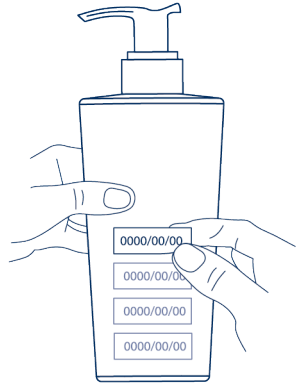
To ensure traceability of the filled product, the following procedure is suggested:



Fill the bottle with the respective product in the can



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



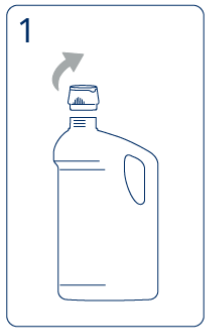

Apply the sticker to the back of the bottle to ensure traceability of the product in use

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

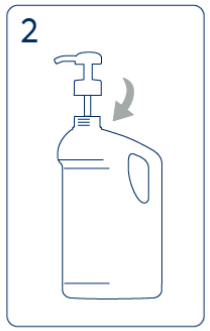
BEAUTY ESCAPE

# *Dispenser for 5 L can*

Can refills are combined with dispensers to fill 400 ml bottles



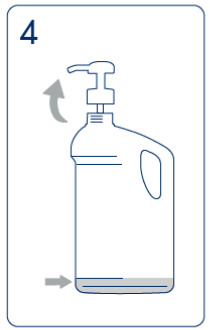
Remove the cap from the can



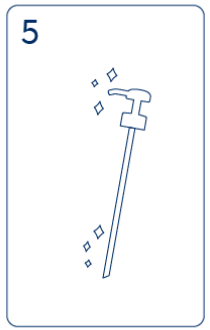
Insert the dispenser inside the can



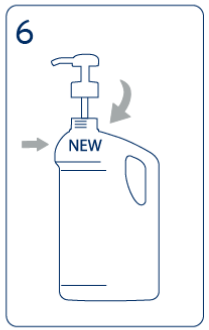
Open the bottle, refill with the product and then close it



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



Sanitize the dispenser with a proper disinfectant solution



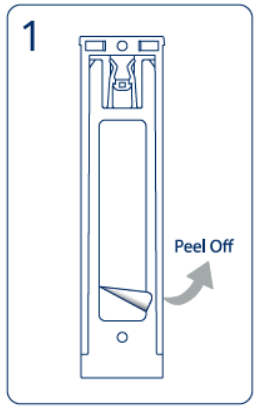
Insert the sanitized dispenser inside a new can

KIT-PUMP 10 pcs

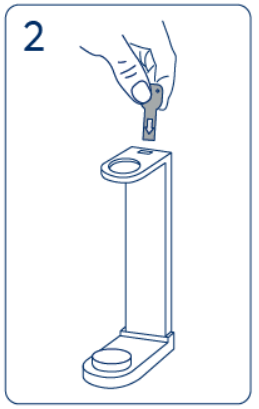
Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

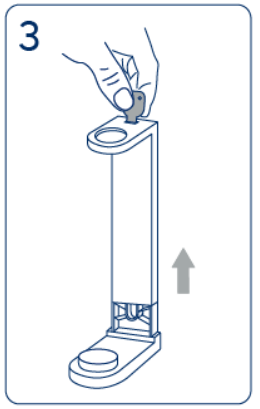
# Bracket Installation Procedure



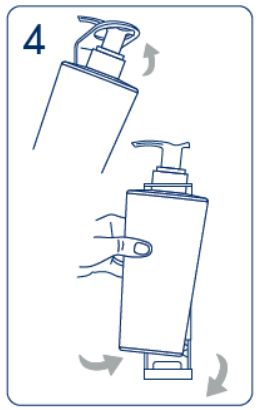

Remove the adhesive and stick the bracket on the wall



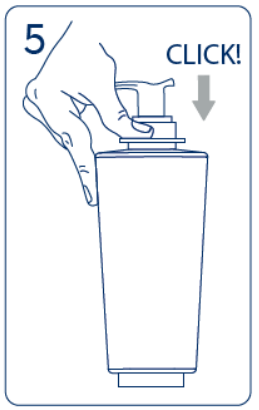

Through the appropriate key, unlock the bracket opening



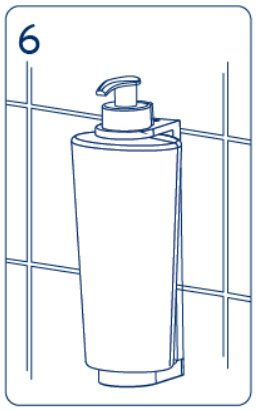

Remove the upper part of the bracket




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

BEAUTY ESCAPE

Disclaimer: The content of this document is confidential and for internal use only. It is s

# *Product lines in non-refillable dispenser*




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this

# *Setai and Arbory*




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *The fragrances: memorable olfactory notes*




## Arbory

**Top**: fruity notes

**Middle**: violet and white flowers

**Base**: peach




## Setai

**Top**: lavender and sage
**Middle**: Ylang-Ylang and rose

**Base**: vanilla

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *The Arbory and Setai dispenser line*




Arbory Body wash

300 ml

cod. AR2030




Arbory Hand wash

300 ml

cod. AR1020




Setai Hair & Body wash

300 ml

cod. SE2030




Setai Hand wash

300 ml

cod. SE10203

Dermatologically tested

Dermatologically tested

Dermatologically tested

Dermatologically tested

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Single-dose products*




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




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




Dermomed Hotel Collection
Vegetable soap 30g
Cod. DMHC1030




Beauty Escape Hotel Courtesy set
Intimate cleanser 10 ml
Cod. BE2040

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Vanity Kit*




Shower Cap

Cod. LCA004



Vanity Kit

Cod. LCA005



Slipper

Cod. LCA006

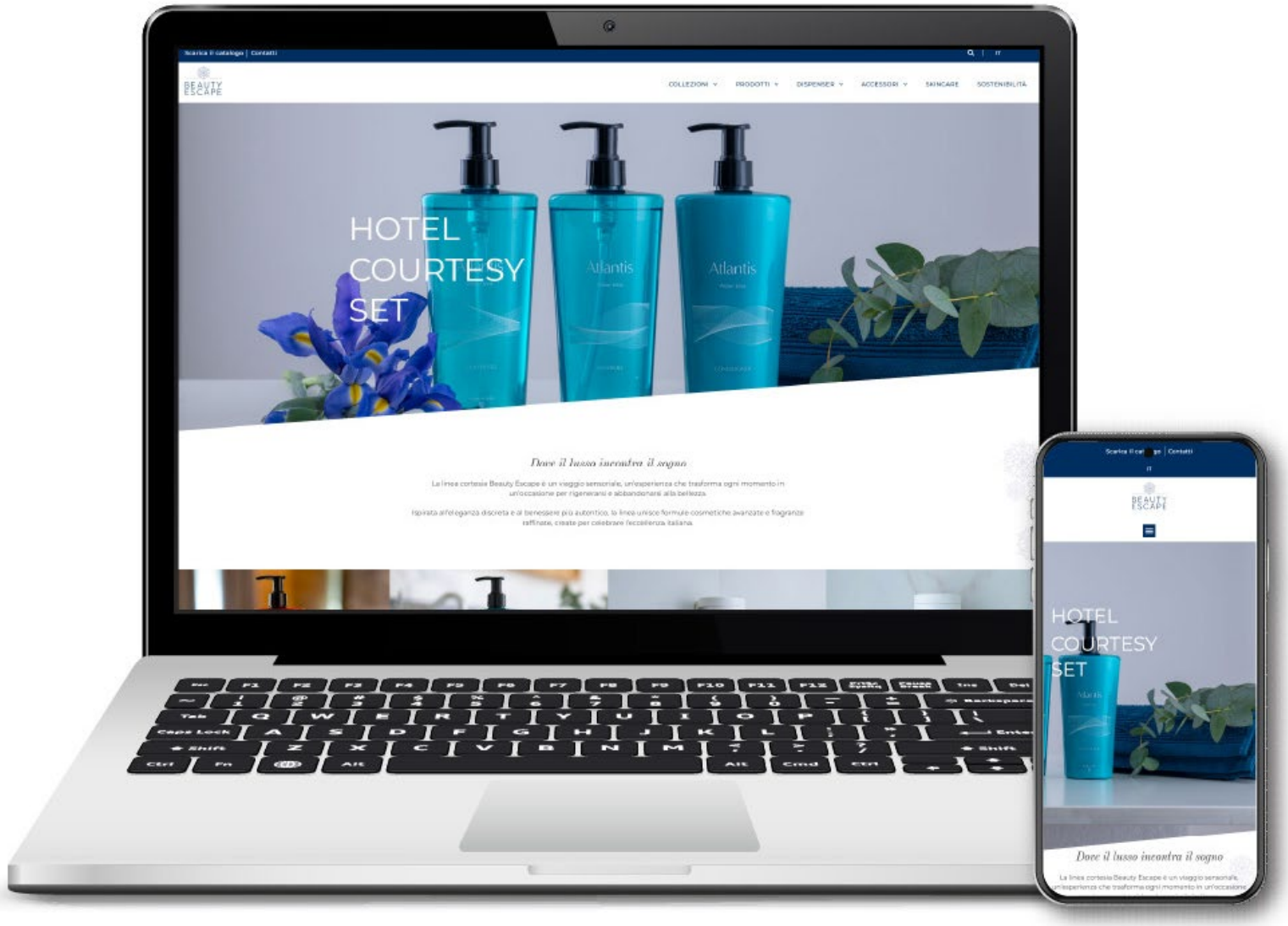
Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *Communication Material*

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Website*

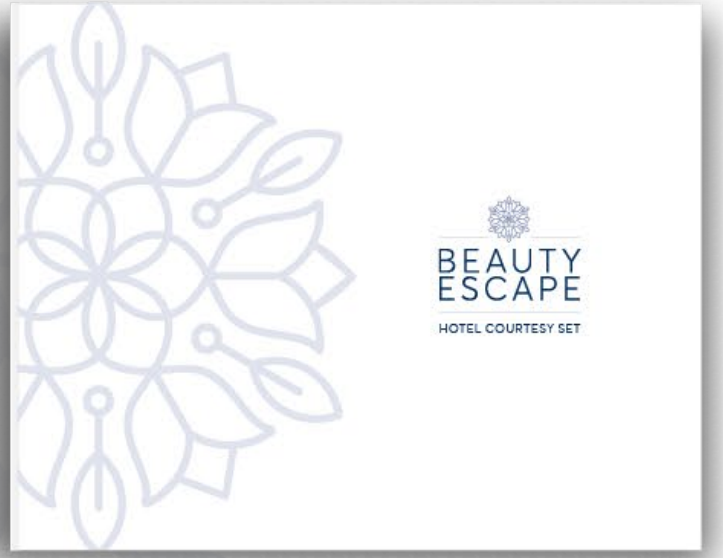


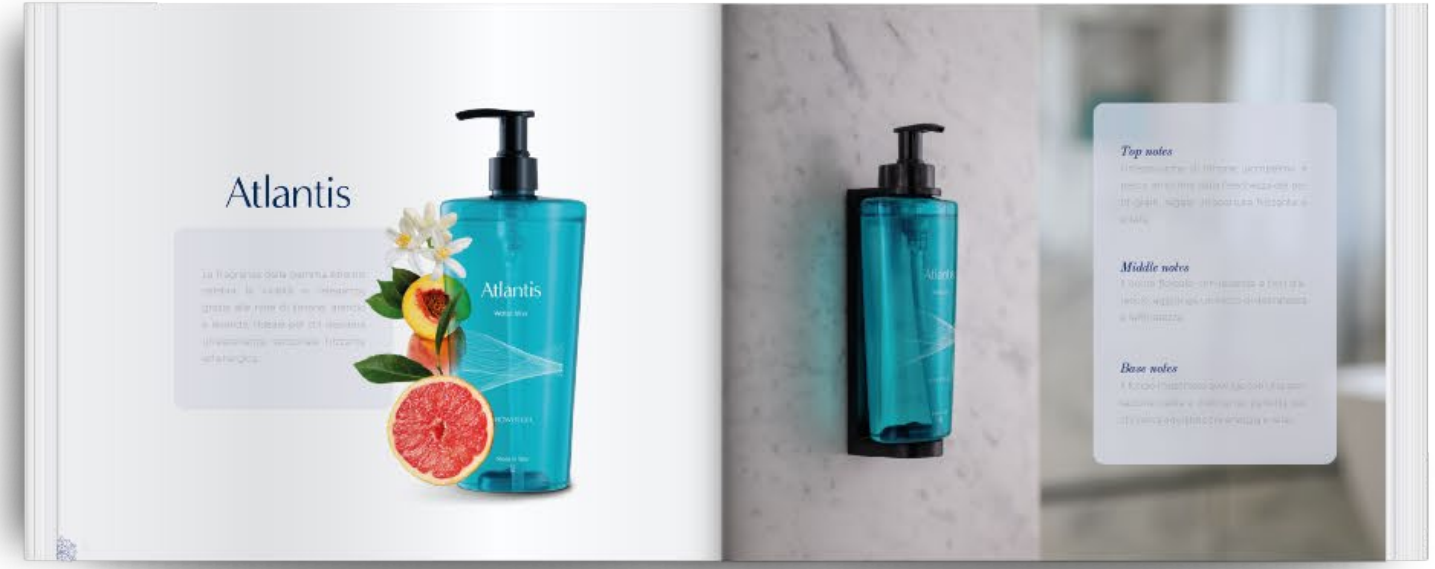

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

# *Products catalogues*

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.




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

# *Products Leaflet*

Dedicated leaflets are available for each Beauty Escape line.




Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

beauty-escape.com

Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica