BEAUTY ESCAPE

HOTEL COURTESY SET

Hotel courtesy set

Afrodite – Golden journey

The European hotellerie Market

The European hotel market in 2025–2026 is experiencing strong growth, driven by the luxury segment and a significant increase in investments, which are expected to exceed €16 billion.

Destinations and Key Strengths:

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

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Hospitality Market: Trends

Wellbeing and health at the heart of the hotel offering

The pandemic has accelerated awareness of the importance of health and wellbeing, turning them into core elements of the hotel offering rather than simple add-on services.

Focus on:

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

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Hospitality Market: Trends

The rise of sustainability

The hospitality industry is undergoing a profound transformation towards more sustainable practices. Superficial approaches are gradually giving way to structured commitments:

- Environmental certification becoming the norm rather than the exception
- Visibility of the carbon footprint of hotel stays

Sustainability as a Competitive Factor

75% of travellers state that they are attentive to sustainability. This has a direct impact on investments, partner choices, and the positioning of establishments.

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Courtesy set – driver di acquisto

Purchasing drivers for hotels:

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

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Where luxury meets dreams

- **Refined fragrances, memorable olfactory notes**
- **Advanced Cosmetic Formulations**: premium ingredients for a wellness experience
- **Packaging**: design, colours, and user-friendly functionality
- **Environmentally Conscious Hospitality**: plastic reduction and environmental certifications

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Afrodite product range

shower gel, hand soap, Hair & Body wash, shampoo, conditioner, body cream, air freshner



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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 notes: bergamot

Middle notes: Tonka beans

Base notes: vanilla

Excellent ingredients for a wellness experience



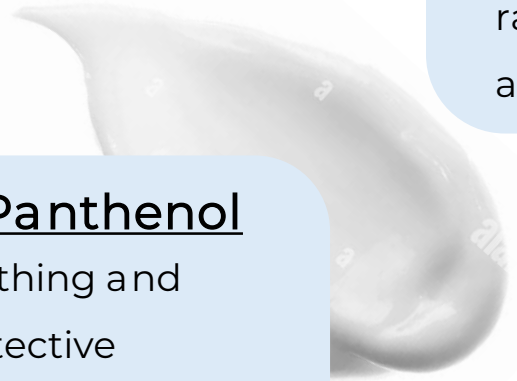
Hyaluronic acid

Hydrating, tissue-repairing and regenerating action



Glycerin

Long-lasting hydrating action, giving the skin a radiant appearance



Panthenol

Soothing and protective properties against skin irritations, as well as a hydrating effect



Vitamin E

Improves skin elasticity and accelerates cellular renewal processes

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Afrodite line product references



Shower Gel
400 ml
cod. AFR100

Hydrating · *Dermatologically tested* · *Hyaluronic Acid*



Shampoo
400 ml
cod. AFR102

Brightening · *Coconut oil*



Hand Soap
400 ml
cod. AFR101

Hydrating · *Dermatologically tested* · *Hyaluronic Acid*



Conditioner
400 ml
cod. AFR103

Strengthening · *Soy proteins*



Hair & Body wash
400 ml
cod. AFR112

Hydrating · *Dermatologically tested* · *Hyaluronic Acid*



Body Lotion
400 ml
cod. AFR104

Hydrating · *Vitamin E* · *Almond oil*

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THE AIR FRESHENER

Within the Afrodite collection, a room and fabric air freshener is offered, echoing the fragrance notes of the body care products to provide a complete sensory experience.

- Long-lasting fragrance
- Suitable for use on fabrics and in rooms
- Also suitable for scenting rugs and carpets



AFRODITE AIR FRESHENER

Cod. AFR111

Packaging: design and functionality

The Beauty Escape line combines functional design with refined aesthetics.

Safety: Bottles secured in their brackets ensure complete tamper-proofing and prevent any possible contamination, providing maximum safety.

Easy to Use: The bottle can be placed on a surface or mounted on the wall using an elegant bracket. The convenient bracket opening system allows for quick and easy bottle replacement.



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Environmentally Conscious Hospitality



Refillable Bottles: reducing single-use plastic and product waste



Cellulose-based refills: FSC Certification for responsible forest management, with recyclability verified by Aticelca

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Refills

- 1L refills in cellulose-prevalent material
- 5L can refills

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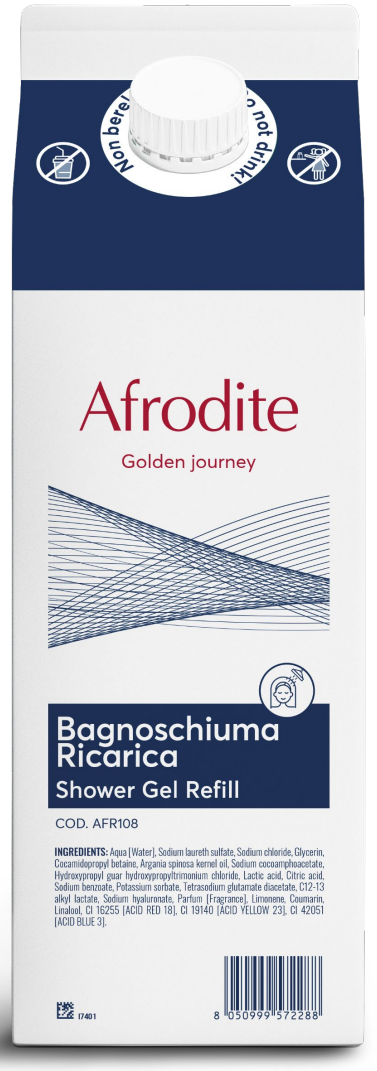
1L refills in cellulose-prevalent material

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, simplifying usage operations

Precise dosing without product waste



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Main Features of the 1 L Refill



Reduces plastic by approximately 80–95% compared to plastic bottles



FSC- and **Aticelca**-certified material

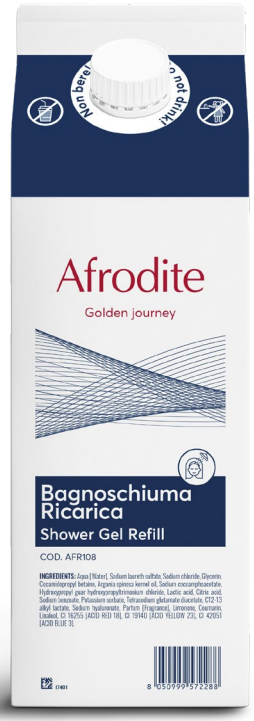


Transport Optimization: **+66% more litres per pallet** compared to standard 1 L plastic bottles

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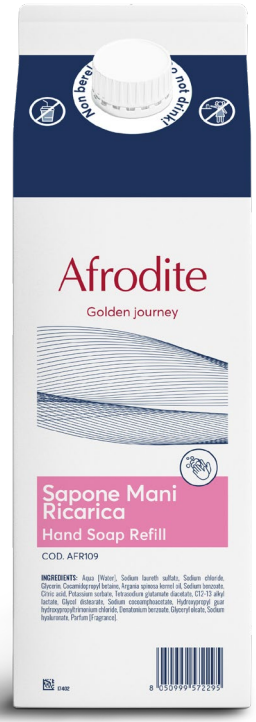
Cellulosic refills - Afrodite



Afrodite Shower gel

Refill Box – 1.000 ml

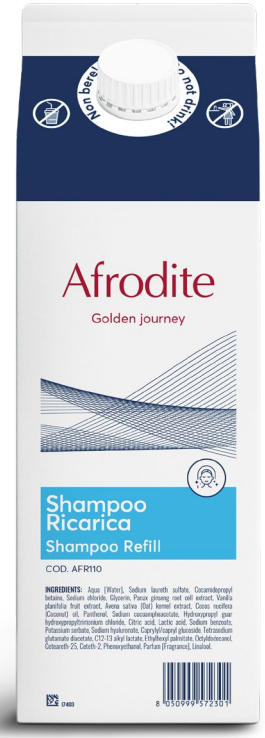
cod. AFR108



Afrodite Hand soap

Refill Box – 1.000 ml

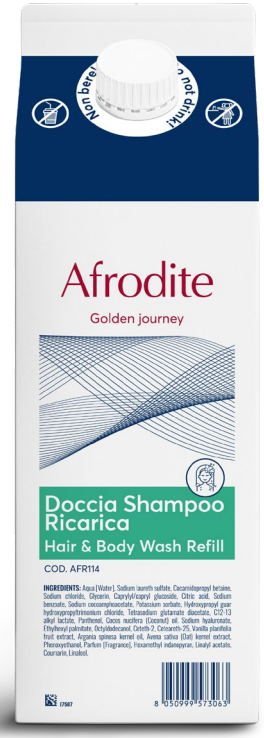
cod. AFR109



Afrodite Shampoo

Refill Box – 1.000 ml

cod. AFR110



Afrodite Hair & Body wash

Refill Box – 1,.000 ml

cod. AFR114

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Refills in 5L cans - 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

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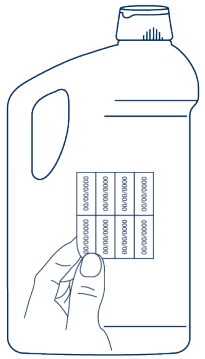
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Traceability of 5 L Refill cans

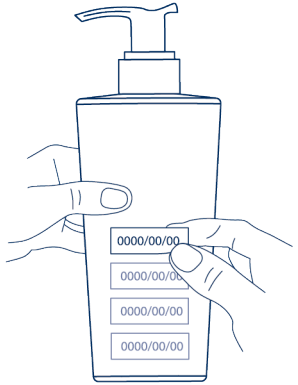
To ensure traceability of the filled product, the following procedure is suggested:



Fill the bottle with the respective product in the can



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



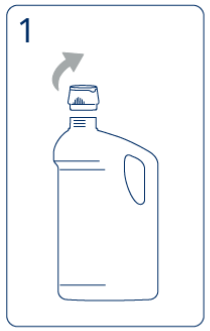
Apply the sticker to the back of the bottle to ensure traceability of the product in use

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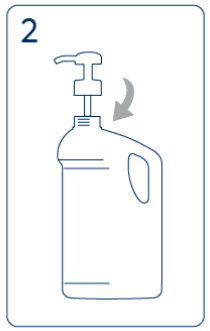
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Dispenser for 5lt cans

The can refills are paired with dispensers to allow the filling of 400 ml bottles.



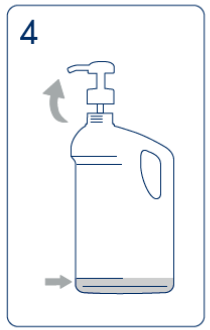
Remove the cap from the can



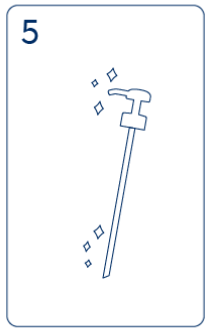
Insert the dispenser inside the can



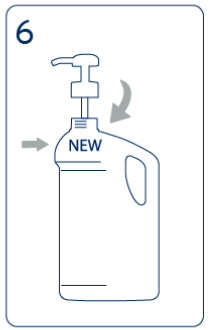
Open the bottle, refill with the product and then close it



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



Sanitize the dispenser with a proper disinfectant solution



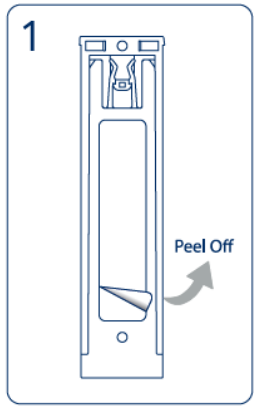
Insert the sanitized dispenser inside a new can

KIT-PUMP 10 pcs

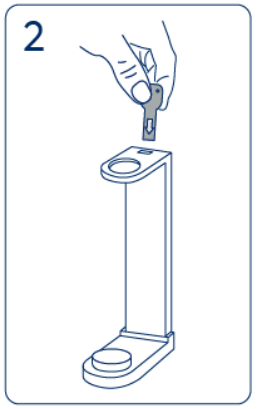
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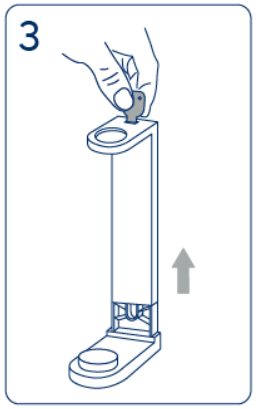
Bracket installation procedure



Remove the adhesive and stick the bracket on the wall



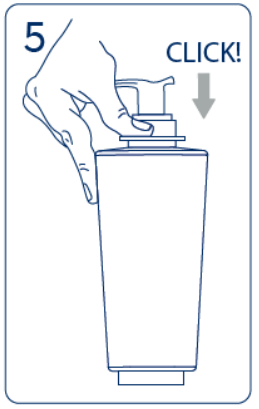
Through the appropriate key, unlock the bracket opening



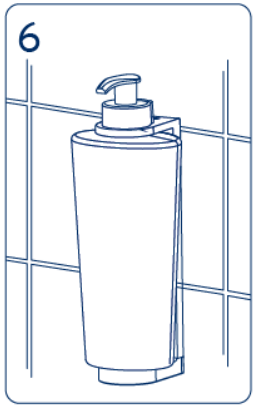
Remove the upper part of the bracket



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

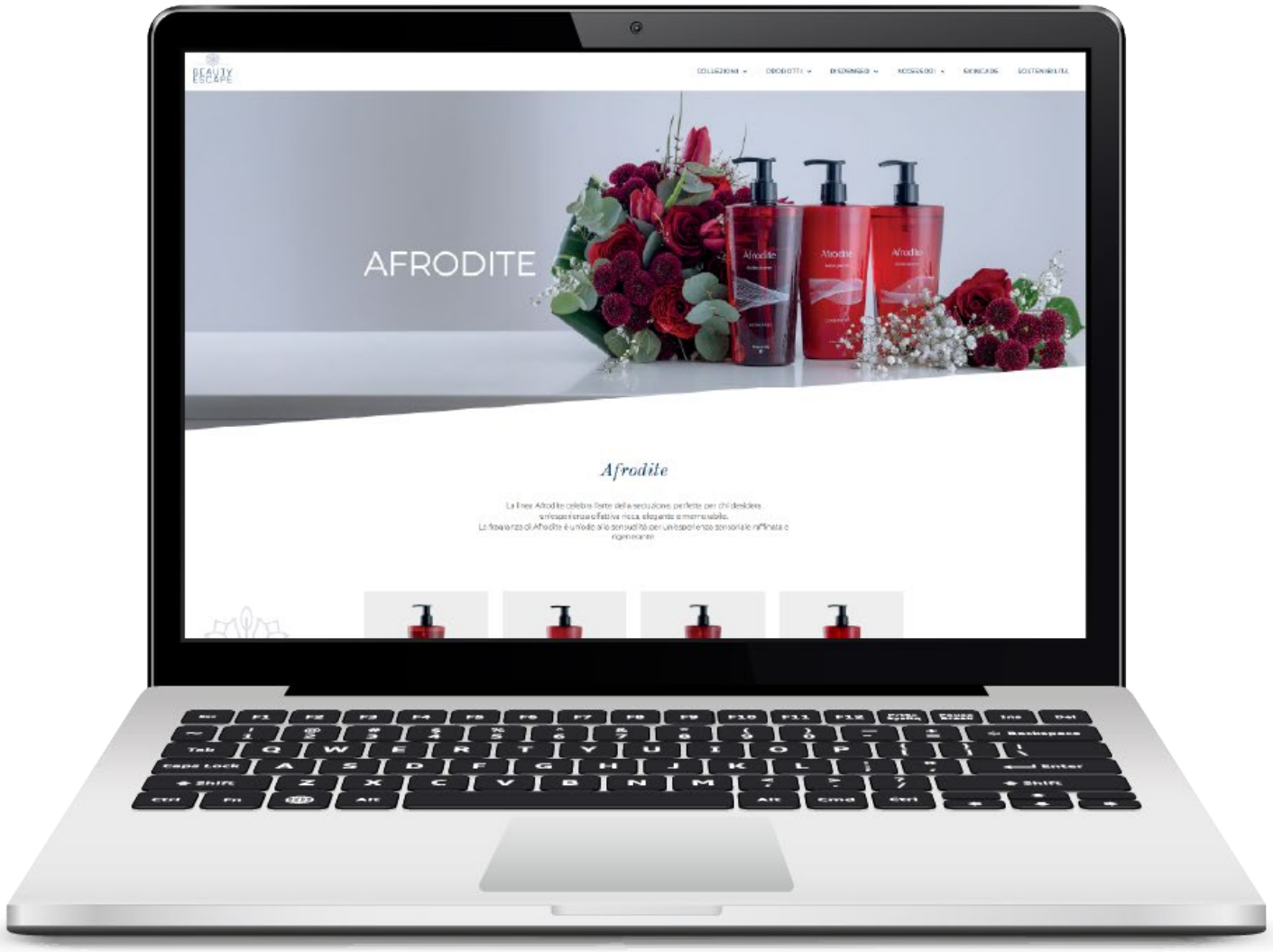
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Communication material

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Web site

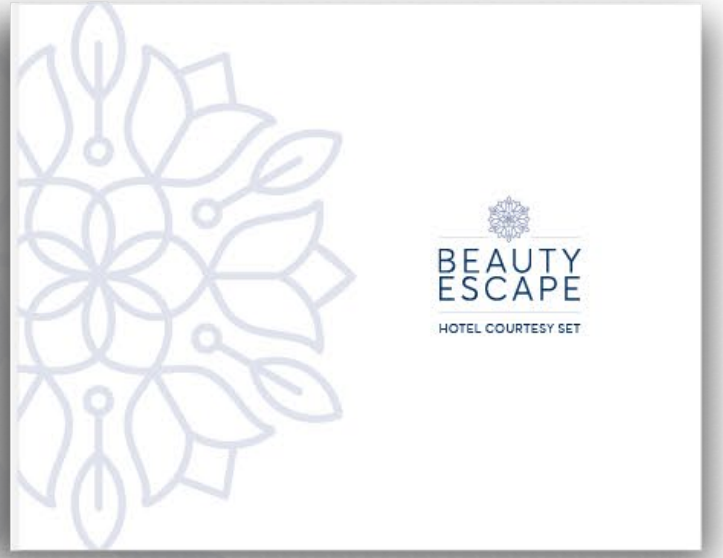


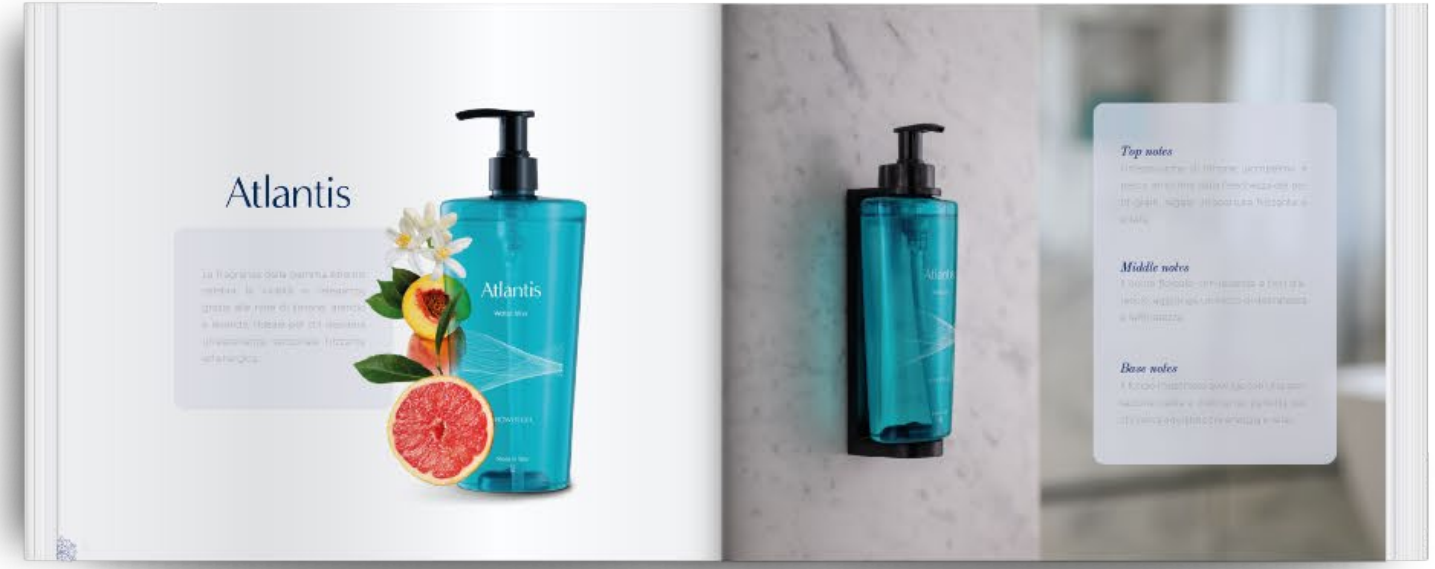
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Product catalogue

The Beauty Escape catalogue presents the new range for the hospitality sector, developing a storytelling approach that begins with the emotional concept linked to the Abano Terme region and goes on to showcase all aspects of the range.





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Products Leaflet

Dedicated leaflets are available for each Beauty Escape line.



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beauty-escape.com

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