BEAUTY ESCAPE

HOTEL COURTESY SET

The hotel courtesy collection

Artemide – Nature touch

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.

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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

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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.

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Hotel Courtesy set – purchasing drivers

Purchasing drivers for hotels:

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

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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

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BEAUTY ESCAPE

presenting the new collection

ARTEMIDE

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New Artemide product range

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



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The new courtesy range Ecolabel-certified

The Italchimica cosmetics division expands the Beauty Escape line with Artemide.

Developed in **accordance with Ecolabel standards** and enriched with a fragrance marked by green notes, this range is designed for properties that wish to offer guests a moment of restorative well-being, while making a tangible commitment to eco-sustainability.



EU Ecolabel
www.ecolabel.eu

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The Artemide line

Inspired by the goddess of untamed nature, woodland and water, Artemide embodies the freedom and purity of the natural world.

Each product in the range becomes an invitation to reconnect with the environment and with oneself, celebrating the gentle strength of nature.

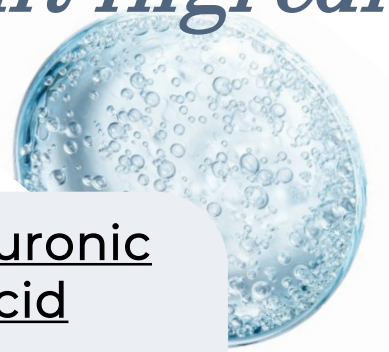


Top: green leaves and blackcurrant buds

Middle: freesia and water flowers

Base: musky base

Excellent ingredients for a well-being experience



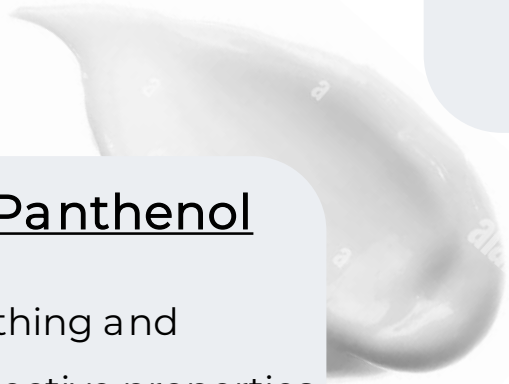
Hyaluronic acid

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

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BEAUTY ESCAPE

Artemide line product references



Shower Gel
400 ml
cod. ART100

Dermatologically tested · Glycerine



Shampoo
400 ml
cod. ART102

Dermatologically tested · Glycerine



Hand Soap
400 ml
cod. ART101

Dermatologically tested · Glycerine



Conditioner
400 ml
cod. ART103

Strengthening · Corn proteins



Hair & Body wash
400 ml
cod. ART112

Dermatologically tested · Guar gum



Body Lotion
400 ml
cod. ART104

Moisturising · Vitamin E · Calendula extract

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The air freshener

ARTEMIDE

AIR FRESHENER

Cod. ART111



The Artemide 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:

- Its formula is **A+ Air Label Score Professional certified**, guaranteeing good air quality thanks to its low emissions.
- Suitable for use in rooms and fabrics
- Also suitable for carpet and rug perfuming

What Air Label Score Professional certifies

The formula is **A+ Air Label Score Professional certified**, guaranteeing good air quality thanks to its low emissions.

The "**Air Label Score Professional**" certification is an international standard that provides consumers with clear information on product emissions in indoor air and certifies products that release the lowest amount of substances into indoor environments.



Each product is assigned a score ranging from A+ to C, representing its emission level. All analyses are carried out under real-use conditions, to accurately reflect how the product behaves during normal application.

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Packaging: Design and functionali

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.



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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

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The refills

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

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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



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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

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Cellulosic refills - Artemide



Artemide shower gel

Refill box – 1.000 ml

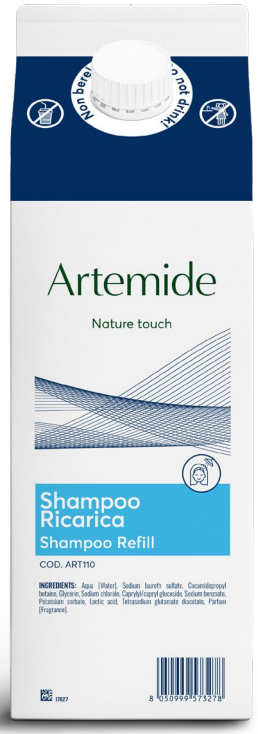
cod. ART108



Artemide hand soap

Refill box – 1.000 ml

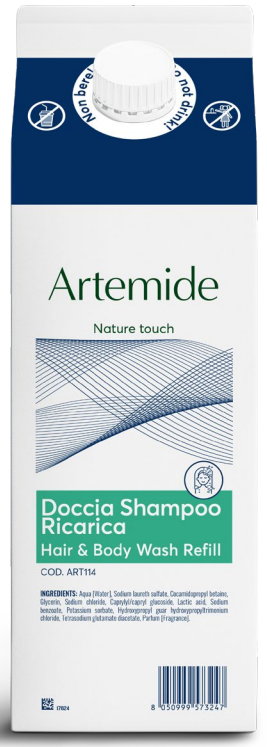
cod. ART109



Artemide shampoo

Refill box – 1.000 ml

cod. ART110



Artemide hair & body wash

Refill box – 1.000 ml

cod. ART114

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Refills in 5L can - Artemide



Artemide shower gel

Refill can – 5 lt

cod. ART105



Artemide hand soap

Refill can – 5 lt

cod. ART106



Artemide shampoo

Refill can – 5 lt

cod. ART107



Artemide hair & body wash

Refill can – 5 lt

cod. ART113

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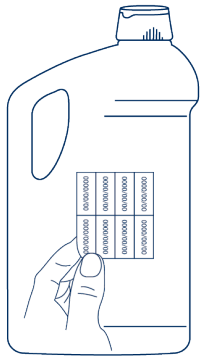
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Traceability

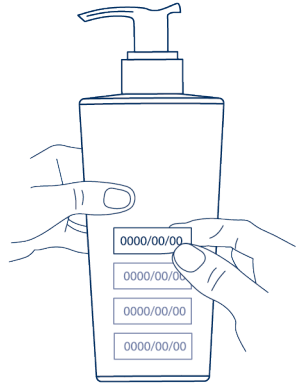
To ensure traceability of the filled product, the following procedure is suggested:



Fill the bottle with the respective product in the can



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



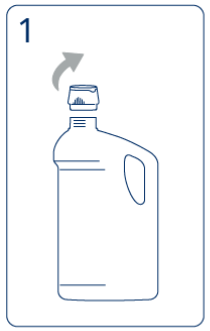
Apply the sticker to the back of the bottle to ensure traceability of the product in use

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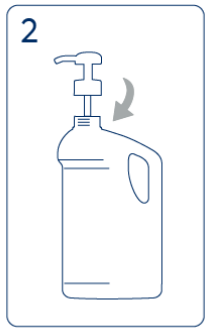
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Dispenser for 5 L can

Can refills are combined with dispensers to fill 400 ml bottles



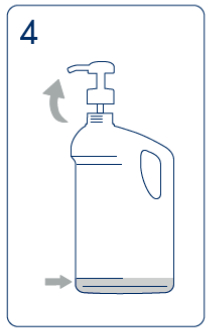
Remove the cap from the can



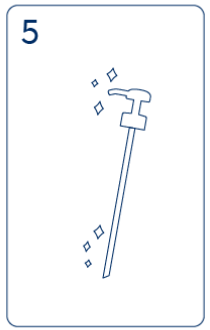
Insert the dispenser inside the can



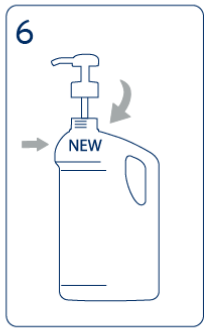
Open the bottle, refill with the product and then close it



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



Sanitize the dispenser with a proper disinfectant solution



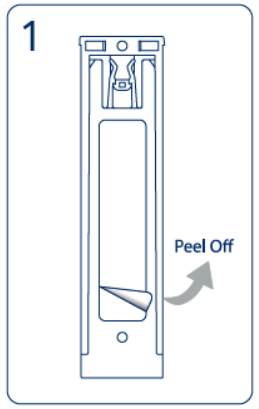
Insert the sanitized dispenser inside a new can

KIT-PUMP 10 pcs

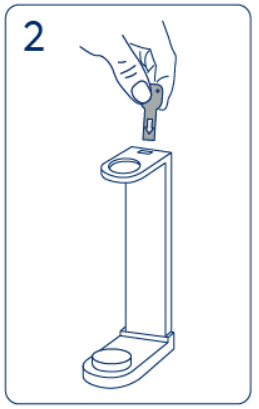
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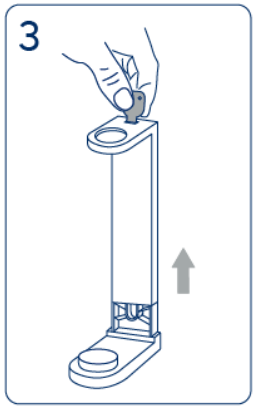
Bracket Installation Procedure



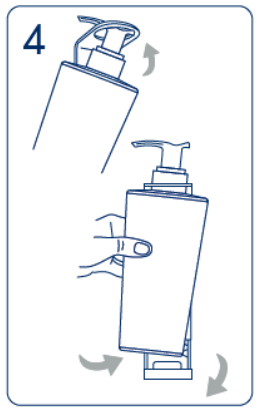
Remove the adhesive and stick the bracket on the wall



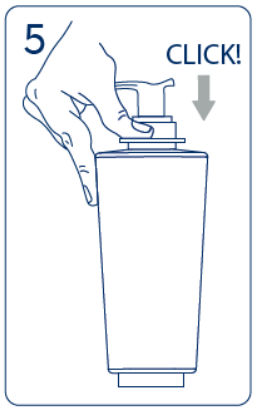
Through the appropriate key, unlock the bracket opening



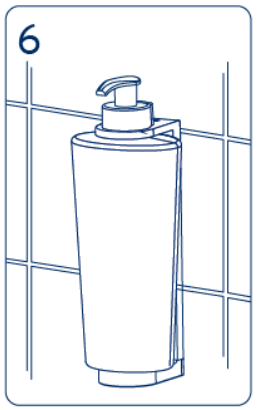
Remove the upper part of the bracket



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

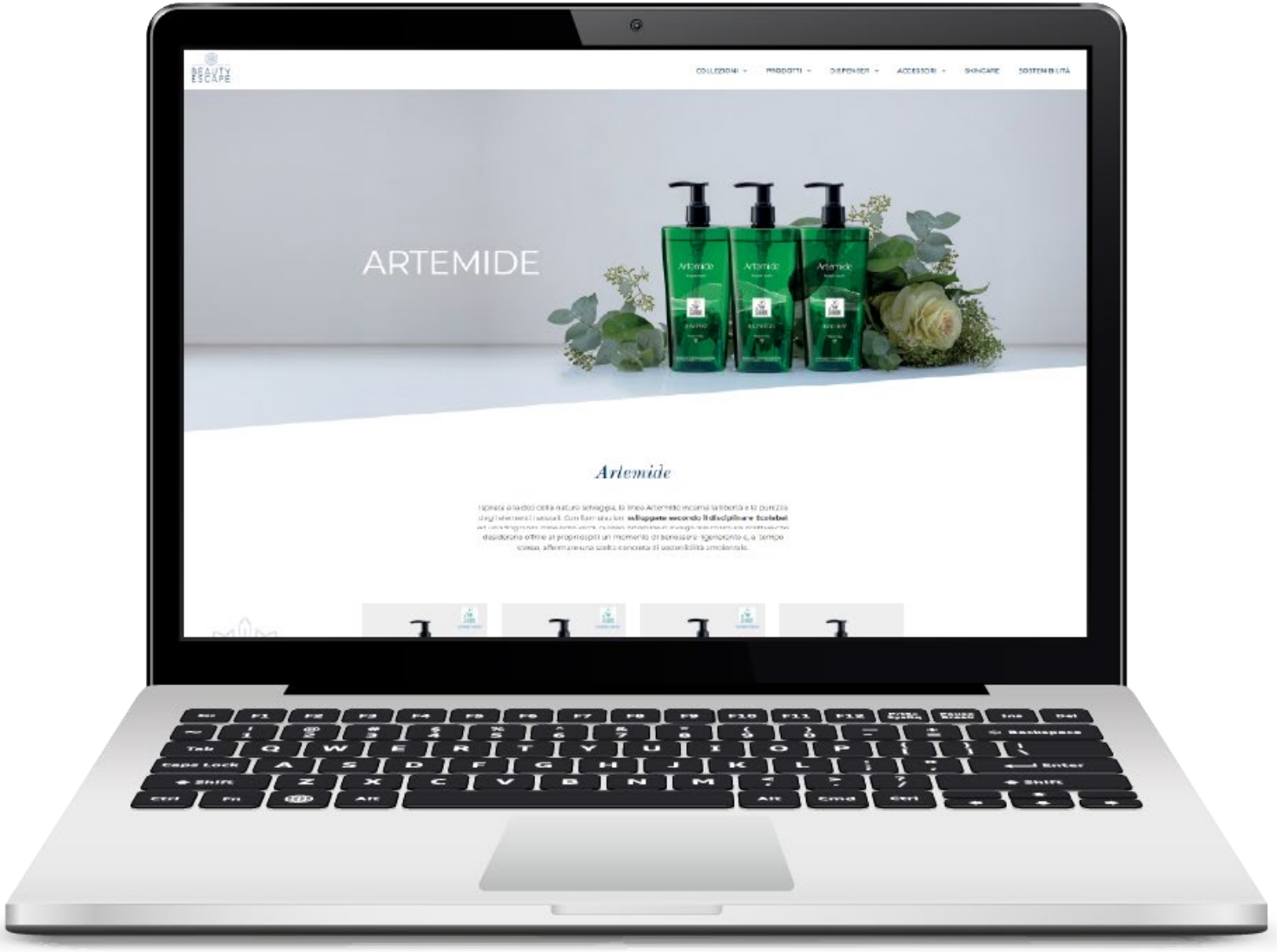
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Communication Material

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Website



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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.





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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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