BEAUTY ESCAPE

HOTEL COURTESY SET

*The hotel courtesy collection*

# *FLEUR DE LIS – Essence provence*

# *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

*BEAUTY ESCAPE*

*presenting the new collection*

*FLEUR DE LIS*

# *Fleur de lis products range*

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

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

# *Memorable olfactory notes*

Fleur de Lis offers an olfactory experience inspired by the world of botanicals and the charm of Provence.




**Top**: cardamom and rose

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

**Base**: vanilla

# *Excellent ingredients for a well-being experience*



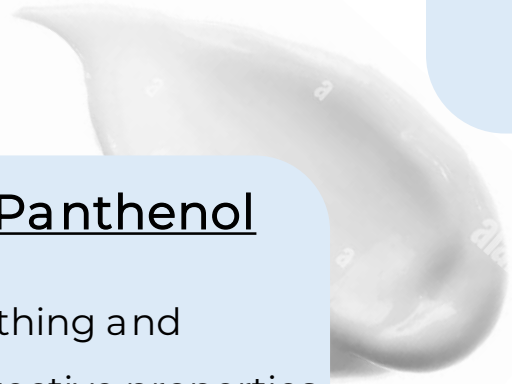
## Hyaluronic acid

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

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

# *Fleur de lis line product references*




Shower Gel
400 ml
cod. FDL100

Hydrating · Dermatologically tested · Hyaluronic Acid




Shampoo
400 ml
cod. FDL102

Hydrating · Dermatologically tested · Hyaluronic Acid




Hand Soap
400 ml
cod. FDL101

Hydrating · Dermatologically tested · Hyaluronic Acid




Conditioner
400 ml
cod. FDL103

Dermatologically tested · Strengthening · Corn proteins




Hair & Body wash
400 ml
cod. FDL112

Hydrating · Dermatologically tested · Hyaluronic Acid




Body Lotion
400 ml
cod. FDL104

Dermatologically tested · Hydrating · Vitamin E

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 Fleur de lis 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




FLEUR DE LIS AIR FRESHENER

Cod. FDL111

# *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 Italchimica

BEAUTY ESCAPE

# *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




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

# *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

# *Cellulosic refills – Fleur de lis*




Fleur de lis shower gel

Refill box – 1.000 ml

cod. FDL108




Fleur de lis hand soap

Refill box – 1.000 ml

cod. FDL109




Fleur de lis shampoo

Refill box – 1.000 ml

cod. FDL110




Fleur de lis hair & body wash

Refill box – 1.000 ml

cod. FDL114

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

# *Refills in 5 L can – Fleur de lis*




Fleur de lis shower gel

Refill can – 5 L

cod. FDL105




Fleur de lis hand soap

Refill can – 5 L

cod. FDL106




Fleur de lis shampoo

Refill can – 5 L

cod. FDL107




Fleur de lis hair & body wash

Refill can – 5 L

cod. FDL113

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

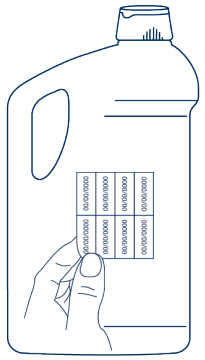
BEAUTY ESCAPE

# Traceability

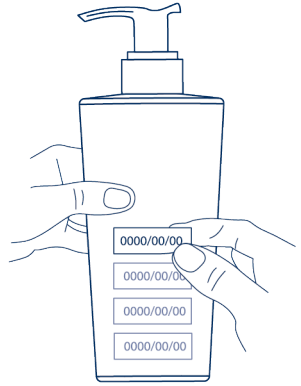
To ensure traceability of the filled product, the following procedure is suggested:



Fill the bottle with the respective product in the can



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



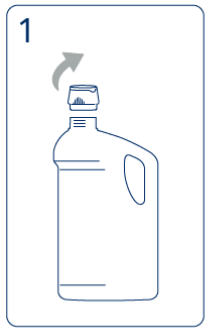

Apply the sticker to the back of the bottle to ensure traceability of the product in use

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

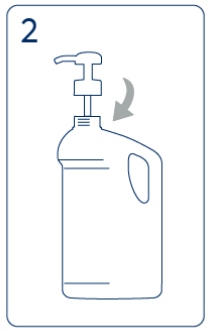
BEAUTY ESCAPE

# *Dispenser for 5 L can*

Can refills are combined with dispensers to fill 400 ml bottles



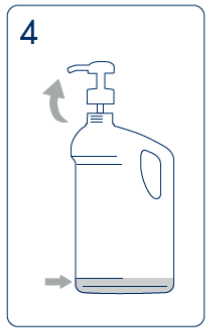
Remove the cap from the can



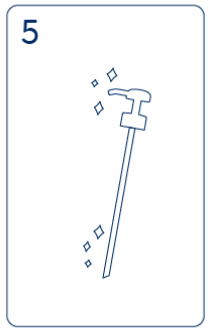
Insert the dispenser inside the can



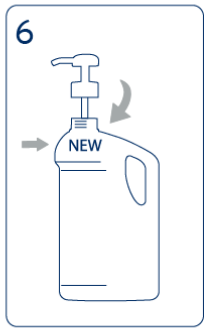
Open the bottle, refill with the product and then close it



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



Sanitize the dispenser with a proper disinfectant solution



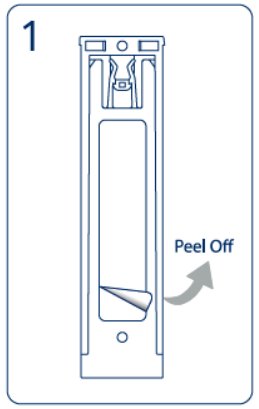
Insert the sanitized dispenser inside a new can

KIT-PUMP 10 pcs

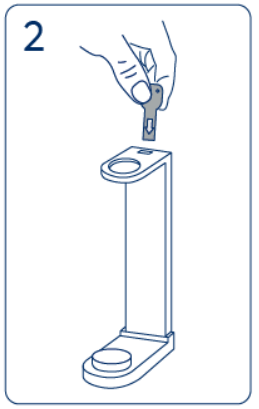
Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

BEAUTY ESCAPE

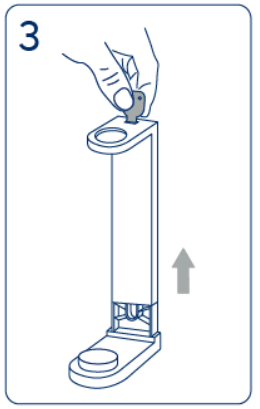
# Bracket Installation Procedure



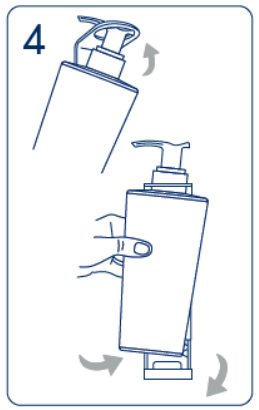

Remove the adhesive and stick the bracket on the wall



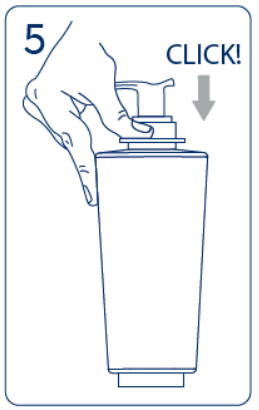

Through the appropriate key, unlock the bracket opening



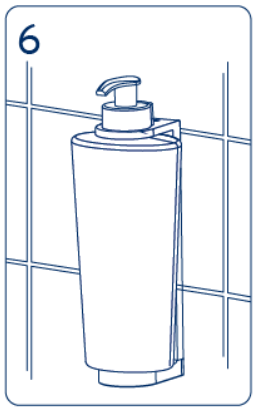

Remove the upper part of the bracket




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

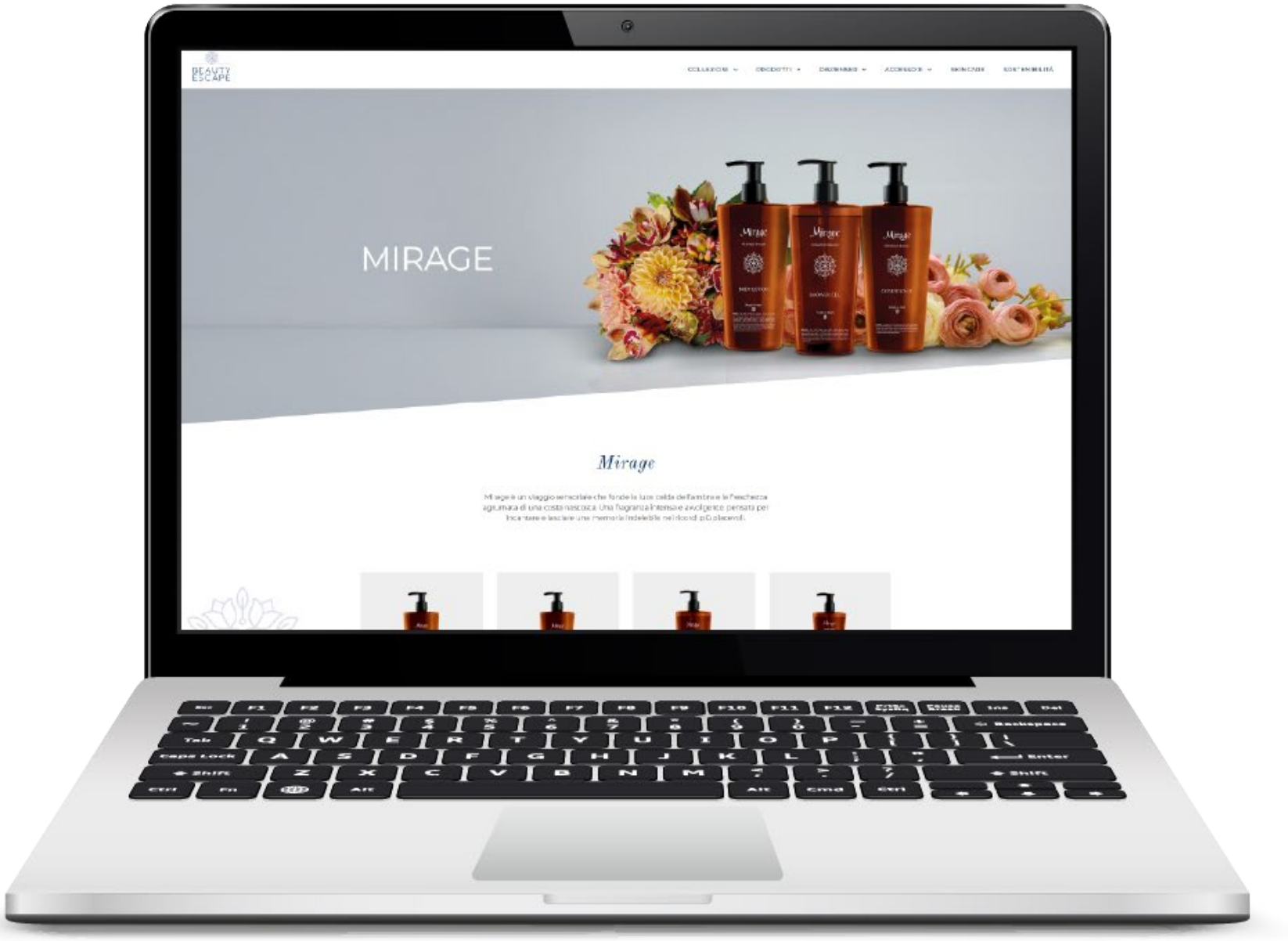
BEAUTY ESCAPE

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

# *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

# *Website*

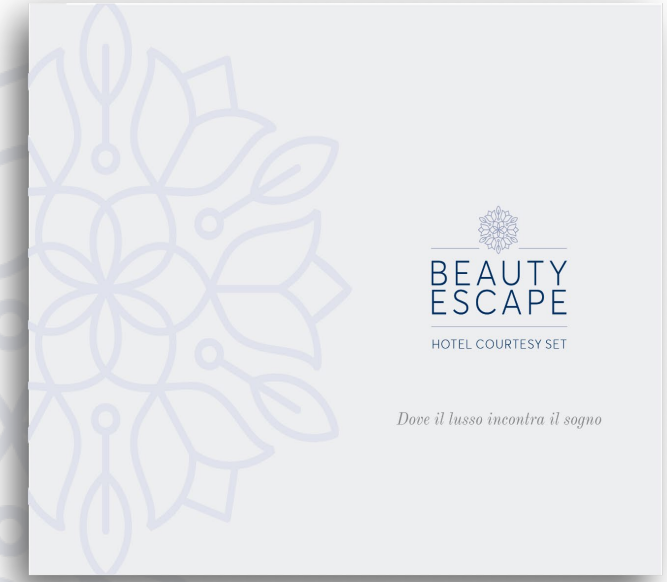



Disclaimer: The content of this document is confidential and for internal use only. It is strictly forbidden to share any part of this document with any third party, without a written consent of Italchimica

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

BEAUTY
ESCAPE

# *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