

MAKE THE SHIFT

FOR A SUSTAINABLE WORLD

#01

Contemporary

Extra-hygienic

Sustainable

Easy handling



SMART CARE DISPENSER SYSTEM

Building on a wealth of experience

ADA Cosmetics is represented in various countries all over the world.

Our experience is complemented by the

> **8,942**
> **25,000**
individual Hotels

experienced hotels and hotel chains we work with all over the world.



Our experience of many years regarding cosmetics and dispenser production:

40

years in the hotel cosmetic industry

30

years of press+wash dispensers

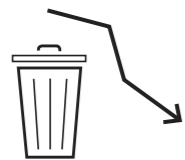
9

years of Smart Care dispensers

5

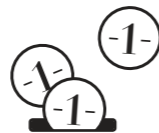
years of Pump Dispensers

From expertise to success



20,492 tons less of plastic waste

Producing 128 million dispensers meant that we saved on 2.5 billion mini shampoo bottles equating 20,492 tons of plastic waste.



320 million euros saved

Our dispenser systems averted the waste of 38.5 million litres of cosmetic products, ensuring savings of 320 million euros.

Our clients were able to save 333,000,000 euros due to our dispenser technologies which is not the only reason why they are pretty satisfied.



For more than 20 years, we rely on ADA Cosmetics International's cosmetic and dispenser expertise for our highly visited thematic hotels. The completely emptiable dispenser flacons, as well as the robust and high quality brackets, have impressed us very much in the last years.

Per year and hotel, we can avoid over 585,000 small portions with the dispensers and thus save the environment approx. 4.6 tonnes of plastic waste. ADA Cosmetics International is innovation and sustainability oriented and therefore a strong partner for us.

Michaela Doll-Lämmer, Hotels Director
Europa Park



Modern travelers are looking to us to make changes that will create a meaningful difference for the environment while not sacrificing the quality service and experience they expect from our hotels.

In our quest to reduce single plastic use waste, we were among the pioneers in the Middle East to introduce ADA Cosmetic International's Dispenser System in all properties five years ago. We have to admit that the initiative not only achieved exceptional improvement in reducing plastic waste while maintaining the overall positive engagement from our guests, it has as well resulted in 40% cost reduction in guest amenities consumption.

Richard G. Haddad, Chief Executive Officer
Jannah Hotels & Resorts



Sustainability from production ...

WATER IS PRECIOUS – THAT IS WHY WE ...

- reduce its consumption to a minimum
- ensure our production processes comply with the German Federal Water Act
- preserve the ecological balance of groundwater



ENERGY: OUR CARBON FOOTPRINT IS SMALL, AS WE ...

- buy and produce regionally
- implement energy-saving measures, like using energy-saving bulbs
- pay attention to production
- use process heat generated from natural gas for the production process
- use industrial heat to provide heat
- cool with our own well water, which we later recycle



WASTE: WE CONSTANTLY IMPROVE OURSELVES AND WE CURRENTLY...

- reuse outer packaging multiple times
- produce some product series with 100% recycled plastic
- save material in production
- can say that 90% of the surfactants used in our products are biodegradable
- buy eco-friendly detergent and office equipment
- recycle valuable materials
- use dispenser systems instead of millions of mini plastic bottles
- have dispenser systems that are 98% recyclable



... to the finished product.

This can be confirmed by many independent institutions:



FIND OUT MORE: MAKETHESHIFT.ADA-INTERNATIONAL.COM/EN/

Less waste for our clients

More friendly for the environment



LESS

- plastic waste than with small bottles; hotels' sustainability will be increased significantly
- material input leads to cheaper product prices for you
- effort required to install in bathrooms and therefore reduced staff costs
- product waste – more efficient usage means your costs will be further reduced

MORE

- sustainable due to savings in material
- recycling, as bigger bottles can be cleaned more easily and thus be recycled
- environmental protection – less plastic waste due to recycling
- efficiency and therefore less product left over that is thrown away

«Smart all along the line»

Smart Care deserves its name, because its smart design makes it outstanding in every respect: handling is outstandingly easy and incredibly hygienic. Also, it is exceptionally sustainable and efficient. An intelligent system that will outperform any other.

100 % product safety

Your guests can rely on Smart Care being **100 % hygienic thanks to the dispensing system.**



75 % savings on material

Smart Care replaces 20–25 individual items per month and produces 85 % less plastic and liquid waste, as no half-empty bottles are thrown away.



Quick and efficient

Smart Care is easy and efficient when it comes to housekeeping, because bottles can be exchanged in just five seconds.



For innovative hotels

Innovative hotels offer adventure, challenges and new experiences. Often you can find sports activities there or extraordinary forms of overnight accommodation.



For sophisticated hotels

Sophisticated hotels are based on luxury. They are about letting yourself be pampered, receiving VIP treatment and enjoying high-class hospitality. Perfect service is a definite requirement.



For hearty hotels

Hearty hotels are more cosy. Their personal and cordial hospitality is the most important factor next to outdoor activities and experiencing nature. People go there for recreation and relaxation.



For mindful hotels

Mindful hotels often offer regional products along with a good price-performance ratio, so guests feel relaxed and can concentrate on the here and now.





kai

by gaye straza

BREATHE, LIVE,
FLOW

The luxurious kai hotel collection epitomises the exotic tropics of Hawaii. The modern, elegant bottles go with any hotel decor. Inhale the beauty of kai and enjoy the light, calming scent of this beloved fragrance.

An exotically floral blend – sulphate- and paraben-free – complies with Californian law Proposition 65.



Be different

REFRESHINGLY
DIFFERENT

Are you looking for something to surprise your guests? Would you like to pep up their daily care routine? With pleasant textures and indulgently modern scents, Be different brings a bit of extra pep to the bathroom – for that extra dose of fun, design and astonishment!

Cheekily fruity fragrances, positive messages, trendy design.



ECO

BY GREEN CULTURE

IN HARMONY WITH NATURE

ECO BY GREEN CULTURE is environmentally friendly both inside and out. The series combines ingredients based on renewable, plant-based resources with 100%-recyclable packaging. Certified with the EU and Nordic Swan eco-labels, ECO BY GREEN CULTURE is the optimal hotel cosmetics series for hotels with a rigorous philosophy of sustainability.

Use of renewable plant-based raw ingredients in the formulations – minimal impact on aquatic ecosystem – ENVIRONMENTALLY FRIENDLY – GENTLE ON YOUR SKIN.



Naturals

INSPIRED BY NATURE

Inspired by the flair of Mediterranean nature, the Naturals care series spritzes a natural, positive attitude. The combination of carefully selected lemon, orange and olive extracts from controlled organic cultivation and gently invigorating citrus notes ensures healthy, fresh body power.

With organic extracts and essential oils – with plant-based ingredients – with mild preservatives and without colouring.



BOGNER

PASSION FOR
SPORT AND FASHION

For more than 85 years, the name BOGNER has been synonymous around the world with fashionable, functional sportswear and luxurious style. The premium formulas of this fresh, floral body care line ensure invigorating freshness and a revitalising shower experience.

Exquisite, sporty chic – high-quality ingredients and formulas – clean and modern packaging design with embossed BOGNER 'B'.



ECO-BOUTIQUE

A SYMBIOSIS OF NATURE
AND LIFE SCIENCE

Developed with the latest technology and environmentally friendly at the same time, this brand is the perfect symbiosis of science and nature.

Safe and pure formula – with organic aloe leaf extract – certified with the Nordic Swan eco-label.



PURE HERBS

THE BENEFICIAL POWER
OF HERBS

The natural effects of precious herbal extracts unfurl in PURE HERBS – suitable for all skin types, enjoy aromatherapy that relaxes the spirit and alleviates fatigue.

With lemon balm, thyme and rosemary – aromatic herbal notes – pure relaxation for body and spirit.



HYDRO B·A·S·I·C·S

THE POWER
OF THE SEA

With aromatic essences of lemon, basil and musk, HYDRO BASICS exudes a uniquely aquatic scent that envelops body and soul with a gentle sea breeze.

Distinctive bottle design – vibrant colours for an especially fresh sensation – active ingredients (seaweed and sea minerals) for the skin.



THE PERFUMER'S GARDEN

AN UNFORGETTABLE
FRAGRANT EXPERIENCE

THE PERFUMER'S GARDEN is an exquisite care series for skin and hair that subtly captures the scent of the seasons. The line always presents trendy fragrance compositions from select, well-known perfumers.

High-quality fragrance oil from Grasse in Provence, France – diverse fragrances inspired by the seasons – clean design, an eye-catcher for any bathroom.



LALIQUE

TIMELESS ELEGANCE
SINCE 1888

For more than a century, LALIQUE, founded in 1888, has been trading as the last icon of luxury made in France. This jewel of the French glass industry offers five main areas: jewellery, decorative items, interior decoration, perfume and art.

Unique design – exquisite scent – high-quality, paraben-free compositions.



DermaCare

SENSITIVE

GENTLE AND
SKIN-FRIENDLY

DermaCare SENSITIVE is a hotel collection that gently cleanses and moisturises sensitive and allergy-prone skin. The sensuous scent of bergamot, lily of the valley and musk creates inner balance.

For daily use by the whole family – gentle, skin-friendly formula – with the ECARF quality seal.



FLORALUXE BIO

CERTIFIED NATURAL
COSMETICS

FLORALUXE BIO combines organic ingredients with premium formulas and revitalising fragrance. This line is perfect for guests who are looking for premium body care to suit their healthy and natural lifestyle.

With COSMOS Organic certification – 100%-natural fragrance oils – at least 95% of the ingredients are of natural origin.



Naturals REMEDIES

BOTANICAL TRADITIONS
REINTERPRETED

Inspired by the craftsmanship of chemists from the early 20th century, Naturals REMEDIES offer a selection of our best formulations with a modern interpretation of traditional notes and ingredients from controlled organic cultivation.

Tried-and-tested extracts from controlled organic cultivation – choice formulations – modern, minimalistic design.



FAIR CosmEthics

ENJOY COSMETICS
IN A FAIR WAY

The innovative care series FAIR CosmEthics supports the principles of fair trade with the use of Fairtrade-certified cane sugar and Brazil nut oil. Here, it is about more than just fairly traded quality products; it is about the initiative of making the world a little bit better.

With Fairtrade-certified ingredients – cane sugar, Brazil nut oil, olive oil – modern design – body lotion: awarded 'very good' by Öko-Test.



Aqua Senses

A SENSUOUS, AQUATIC
INDULGENCE

Aqua Senses stands out with its choice fragrance blend of bergamot, jasmine and sandalwood, which caresses the senses and pampers the skin.

Warm, timeless, pure – refreshing fragrance – simple differentiation thanks to varying content colours.

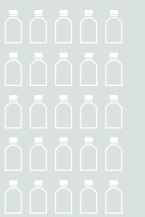
Less cost, liquid waste and 5x less plastic

with smart care dispensers compared to 30 ml bottles
(per month/room and product)



one smart care
dispenser =
45 g
of plastic

25 mini
bottles × 8 g =
200 g
of plastic



«Designed to meet your needs.»



Cartridge

LABEL

More than just a label – from artistic creations to cutting-edge printing techniques (matt, glossy, lacquered, embossed, etc.), we offer customised designs for every hotel design.

MATERIAL

Different views for different perspectives – our fully recyclable single-material packaging is available in transparent, semi-transparent and opaque designs, and with transparent strips upon request.

COLOUR

We offer an extensive colour palette. However, those who would like even more customisation can create their own colour in perfect harmony with the hotel's interior design concept.



Cartridge holder

SINGLE HOLDER

Saves space and time – this holder combines a minimalistic design with simple installation and rapid bottle replenishment.

SCREW-FASTENED OR SELF-ADHESIVE

The Smart Care holders are developed to ensure simple holder and bottle mounting, regardless of whether they are screw-fastened or self-adhesive. Both designs have been extensively tested and are proven to be safe – including from thieves. Nevertheless, easy access is guaranteed to the right hands with the corresponding key.

COLOUR OPTIONS

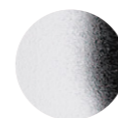
Three different colours are available to match each Smart Care brand and bathroom design.



matt white



matt chrome



chrome



DOUBLE HOLDER

An upgrade for every hotel shower. The clever double holder can be used to combine products as desired and thanks to its curved design, also guarantees simple handling and assembly.

Contact us today for pricing or further information

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SIMPLY SUPERIOR HOSPITALITY