



ELOURA

A U S T R A L I A

HOTEL PRODUCT BOOK

Issue #02, july 2018



*Eloura essential oils with volcanic stones

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ABOUT ELOURA

ORIGIN OF THE NAME

For over twenty thousand years, the indigenous, Australian Aboriginal people knew of the richness of a special region, known to them as ELOURA which is today the area stretching from South Sydney to Jervis Bay on the South Coast of New South Wales, Australia.

The original people of this region named themselves the Dhawaral after the gracious, strong, cabbage tree palms - that in clusters, or alone - stood like guardians in this rich and fertile land they called Eloura, meaning...

“THE PLACE WHERE THE MOUNTAINS MEET THE SEA.”





PHILOSOPHY OF THE BRAND

GUARANTEEING A QUALITY, UNIQUE, NATURAL PRODUCT WITH CUSTOMER SATISFACTION

Our philosophy is to ensure that this distinctive, specially formulated and alluring product range, with unique, nourishing skin and hair care extracts and essences will provide a truly evocative and exotic, Australian experience.

Inspired by the diverse, rich beauty of the south eastern region of Australia, Eloura's products capture the unique, natural essences of this region's plants in special formulae to create a perfectly balanced range of hair and body care products with essential oils and extracts that are natural and sourced sustainably.

ENHANCING NATURE WITH SCIENCE

Formulae are balanced with natural ingredients that have been scientifically formulated with active ingredients that work in harmony when used on the body and skin. Only the best will do so consequently at Eloura we are constantly striving to improve on our product formulae, environmental footprint and industry leading, quality design and service.

CARING FOR THE ENVIRONMENT

Our philosophy is to be respectful not only to our clients and working team members but to the Earth,

its resources and its beauty that we all share. We are determined to be environmentally responsible in all aspects of our Eloura range development and our service by using natural, sustainable, biodegradable and reusable products wherever possible. We give our assurance that our natural products are sustainably sourced and in the very best, efficacious formulae they can be.

GIVING BACK WITH A NOT FOR PROFIT

We acknowledge the Dhawaral indigenous people as the original inhabitants of Eloura and with this new brand, Eloura, tribute is paid to this beautiful and extraordinary area of Australia, and to the indigenous Dhawaral people.

Eloura will institute a special initiative whereby yearly contributions will be made to a government approved not for profit organisation to ensure steps are taken for the preservation of Dhawaral people's language an important and treasured aspect of any culture.

THE FOUNDER

Having worked with over 40 different established brands in the past 10 years Australian entrepreneur, André DeLaite, is an expert in brand and product development, market research and penetration, formulation, production and supply chain management on a global level. André's practical knowledge of the Asian and Australia market has made him a well-respected and well-connected creative business force in the region. A talented identifier of trends, André knows well how to integrate new ideas into products as he comes from a strong, creative background.

André has also worked and collaborated with well known brands such as Grown Alchemist, Malin + Goetz, Bottega Veneta, Roberto Cavalli as well as developing products for the internationally known designer, Sebastian Gunawan, from Indonesia and Peter Morrissey in Australia. This has given André extensive knowledge and know how in the industry to understand points of difference that the industry craves.

In recent time, André made the decision to develop his own brand; an idea that came straight from his heart. Thus Eloura was born.

André, his company and special team, have worked together to make his vision a reality. He wants to tell the world a unique story and offer people a product that is honest, naturally beneficial, sustainable and therefore beautiful on the inside and out.



SUSTAINABILITY AND ENVIRONMENTAL CREDENTIALS

Eloura’s pledge is to care for the environment; hence our products are sustainably sourced. Our products are biodegradable and much of the packaging is recyclable with our aim to be 100% recyclable with Eloura’s packaging by 2020.

No harmful chemicals, SLS, Cocamide DEA or parabens are used in Eloura’s products and there is no artificial colouring. Because Eloura is a cruelty free brand, there is no testing on animals in our product development.

Ecopure is added into all of Eloura’s plastic packaging so that product in landfill can biodegrade within 5-10 years. For example the Eloura toothbrush handle is made from biodegradable rice starch.



HOTEL PRODUCTS



HAIR & BODY CARE
WHITE



REJUVENATE HAIR CARE

SHAMPOO

Rejuvenate Shampoo renews tired hair. Made from enlivening, vitamin rich, essential oils this unique formula cleanses and revives hair leaving it healthy, silky and youthful.

CONDITIONER

Rejuvenate Shampoo renews tired hair. Made from enlivening, vitamin rich, essential oils this unique formula cleanses and revives hair leaving it healthy, silky and youthful.

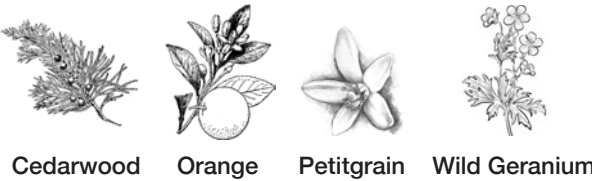
Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes

Available in the below sizes for minibar and retailing

- 100ml tubes

Contains 100% Australian Essential Oils of



RESTORE BODY CARE

BODY WASH

Restore Body Wash hydrates and stimulates circulation as it gently cleanses your skin. Made from the essential oils of vitamin rich, Australian flora this unique formula improves the skin's elasticity and texture.

BODY LOTION

Restore Body Lotion stimulates circulation as it restores moisture. Made from the essential oils of vitamin rich, Australian flora this unique formula improves the skin's elasticity and texture.

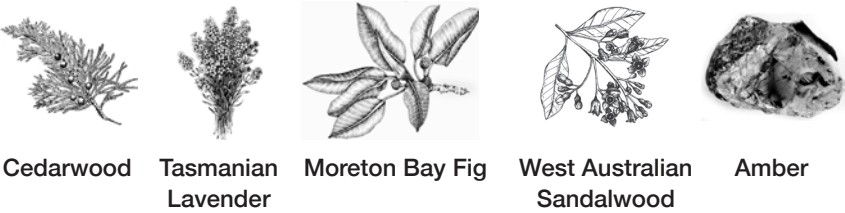
Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes

Available in the below sizes for minibar and retailing

- 100ml tubes

Contains 100% Australian Essential Oils of



HAIR & BODY CARE
AMBER



REPLENISH HAIR CARE

SHAMPOO

Replenish Shampoo’s unique wood and bush sourced native Australian essential oils work together to create a refreshing, cleansing formula that revitalises the hair and scalp, leaving hair soft and shiny after use.

CONDITIONER

Replenish Conditioner’s unique wood and bush sourced native Australian essential oils work together to create a refreshing, conditioning formula that revitalises the hair and scalp, leaving hair soft and shiny after use.

Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes
- 500ml dispensers

Available in the below sizes for minibar and retailing

- 100ml tubes
- 500ml dispensers

Contains 100% Australian Essential Oils of



Cedarwood



Lemon Myrtle



Lime



Tasmanian Black
Pepper



West Australian
Sandalwood

NOURISH BODY CARE

BODY WASH

Nourish Body Wash contains vitamin rich, essential oils of the unique Australian flora and horticultural flora combined to clean and soothe the skin.

BODY LOTION

Nourish Body Lotion contains vitamin rich essential oils of the unique Australian flora and horticultural flora combined to soften and hydrate the skin.

Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes
- 500ml dispensers

Available in the below sizes for minibar and retailing

- 100ml tubes
- 500ml dispensers

Contains 100% Australian Essential Oils of



Bergamot



Cedarwood



Patchouli



West Australian
Sandalwood



Amber

HAIR & BODY CARE
BLACK



INVIGORATE HAIR CARE

SHAMPOO

Invigorate Shampoo awakens dull hair leaving it cleansed and healthy with our unique formula of Australian essential oils that includes the many benefits of energising Australian peppermint oil.

CONDITIONER

Invigorate Conditioner awakens dull hair leaving it healthy and radiant with our unique formula of Australian essential oils that includes the many benefits of energising Australian peppermint oil

Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes

Available in the below sizes for minibar and retailing

- 100ml tubes

Contains 100% Australian Essential Oils of



Tasmanian Lavender Peppermint Rosemary Tea Tree

ENRICH BODY CARE

BODY WASH

Enrich Body Wash is specially formulated to cleanse and benefit the skin with vitamin rich, Australian essential oils leaving a vibrant, all natural, sophisticated fragrance.

BODY LOTION

Enrich Body Lotion is specially formulated to emolliate and benefit the skin with vitamin rich, Australian essential oils leaving a vibrant, all natural, sophisticated fragrance.

Available in the below sizes for hotel

- 30ml tubes
- 40ml bottles
- 100ml tubes

Available in the below sizes for minibar and retailing

- 100ml tubes

Contains 100% Australian Essential Oils of



Cedarwood Tasmanian Lavender Lemon Patchouli Vetiver

SOAP BARS
SOFTENING - EXFOLIATING - HYDRATING





EXFOLIATING BODY SOAP BAR

Jojoba seeds have been added to Eloura’s white soap bar along with the creamy texture of African nut shea butter. Together with added natural Australian essential oils, this specially formulated exfoliating soap awakens and refreshes tired skin revealing a glowing, new complexion.

Available in the below sizes for hotel

- 30g
- 50g
- 100g (coming soon)

Available in the below sizes for retailing at hotel

- 100g (coming soon)

Contains Jojoba Seed extract, African Shea Nut Butter and Australian Essential Oils of



Cedarwood



Tasmanian
Lavender



Moreton Bay Fig



West Australian
Sandalwood



Amber



SOFTENING BODY SOAP BAR

Softening soap bar with added African Shea Nut butter, gently moisturises the skin leaving it soft, cleansed and enriched with native Australian essential oils.

Available in the below sizes for hotel

- 30g
- 50g
- 100g (coming soon)

Available in the below sizes for retailing at hotel

- 100g (coming soon)

Contains African Shea Nut Butter and Australian Essential Oils of

				
Bergamot	Cedarwood	Patchouli	West Australian Sandalwood	Amber



HYDRATING FACE & BODY SOAP BAR

This industry first face and body cleansing soap is gentle on the skin. Using glycerine that works with a lower PH than in other soaps and that is perfect for dry, sensitive skin, it helps the skin retain its natural moisture leaving it soft. This unique face and body soap is enriched with the added benefits of natural Australian essential oils, activated bamboo charcoal and the softening, African, shea nut butter.


Available in the below sizes for hotel

- 30g
- 50g
- 100g (coming soon)


Available in the below sizes for retailing at hotel

- 100g (coming soon)


Contains Glycerine, Activated Bamboo Charcoal, African Shea Nut Butter and Australian Essential Oils of




Cedarwood




Tasmanian
Lavender



Lemon



Patchouli



Vetiver

ACCESSORIES
ADDED GUEST ENHANCEMENTS



ACCESSORIES

Eloura’s guest enhancing accessories are packaged in pure, white boxes and printed with vegetable based inks with UV. The contents are premium and as eco-friendly as can possibly be made.

Accessories include the below

Shower Cap - 1 x clear pressed shower cap

Sanitary Bag - 1 x white folded plastic bag

Premium Sewing Kit - 6 x pre-threaded needles in hard plastic tray with drawer

Sewing Kit Regular - needle and thread on white cardboard tray

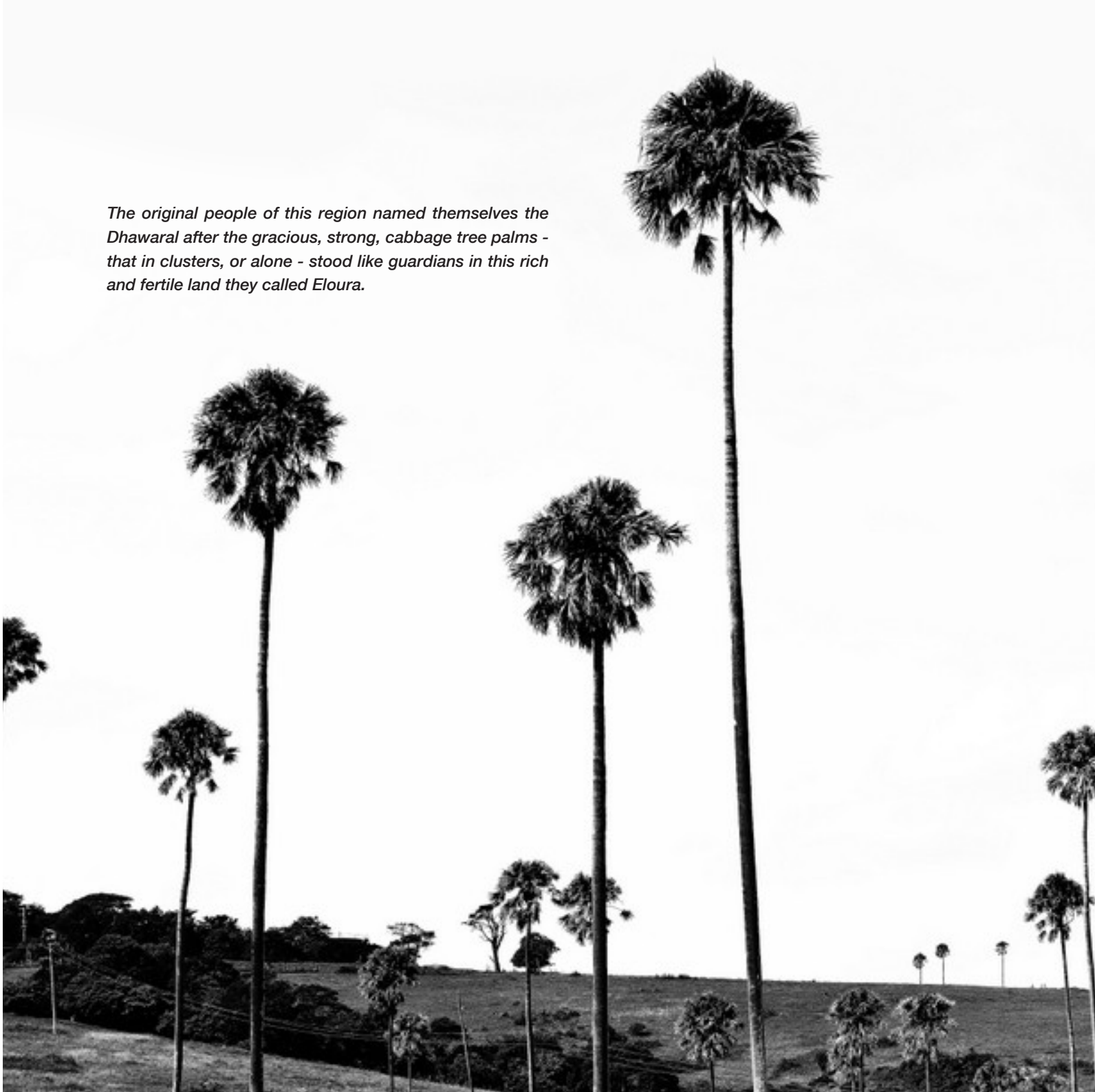
Dental Kit with Toothbrush - biodegradable toothbrush handle made from rice starch & 5g colgate toothpaste

Shaving Kit - white Schick branded razor with 15g Eloura shaving cream with aloe vera, peppermint and tea tree oils

Vanity Set - with 2 x cotton pads, 3 x cotton buds & 1 x emery board

Shoe Shine - 1 x black shoe shine sponge with oil

The original people of this region named themselves the Dhawaral after the gracious, strong, cabbage tree palms - that in clusters, or alone - stood like guardians in this rich and fertile land they called Eloura.



ADDITIONAL PRODUCTS
FOR GUEST EXPERIENCE & RETAIL



KONJAC PLANT LOOFAH

Made from the moisture retaining fibre of the roots of the Konjac plant, this incredible, natural sponge has been used in Asia for hundreds of years to deeply cleanse and exfoliate the skin. The invigorating application of the Konjac sponge restores a healthy, natural glow without the use of harmful chemicals, additives or preservatives. Naturally, it is 100% biodegradable! For those with problem skin, the benefits of mineral rich, antioxidant, natural, bamboo charcoal can be seen almost immediately as excess oil and dirt are now easily absorbed eliminating acne causing bacteria. Amazingly natural and lasts 3-4 months with continual use.

Available for guests, retailing and mini bar sale.

HYDRATING FACE MASK

As we age, our skin loses the ability to preserve moisture, resulting in the visible loss of firmness, pliability and plumpness. Hyaluronic acid has the amazing ability to replenish moisture that is crucial to having younger-looking, supple skin. At the same time, it revitalises the skin's outer layer so it looks and feels softer, smoother, and glowingly hydrated to instantly improve the appearance of fine lines and wrinkles. Eloura's Hyaluronic Acid Facial Mask is balanced with both Aloe Vera and Vitamin C.

Available for guests, retailing and mini bar sale.

Tailored

PRODUCT EXPERIENCE

An industry first!

Eloura presents a unique initiative in their hotel cosmetics range, with a choice of over nine experiences.

For the very first time in this industry each hotel can now select products from Eloura’s three range options to meet the needs and tastes of their clients.

The three collections, White, Amber and Black, each has a range of shampoo and conditioner, body wash, body lotion and soap.

Eloura makes it possible for hotels to choose items from each of the collections for both hair care and body care, mixing and matching shampoo and conditioner “HAIR CARE PACK”, body wash and body lotion “BODY CARE PACK” and soap to tailor make a selection that satisfies their special clientele and complements the ambience of their particular hotel.

This is how the bespoke collection selection works:

- 1. Choose your hair care pack from the White, Amber or Black Collections
- 2. Choose your body care pack from the White, Amber or Black Collections
- 3. Choose your soap from the White, Amber or Black Collection

You now have your new Tailored Product Experience for your hotel!

HAIRCARE PACK
+
BODYCARE PACK
+
SOAP
=
YOUR
TAILORED PRODUCT
EXPERIENCE



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Thank You

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