



CREATIVE HOTEL COSMETICS

New from ADA Cosmetics International

‘Eco by Green Culture’

Successful natural cosmetics line adds new products and optimized formulation

Just two years ago, ADA Cosmetics International (ADA) launched a line of hotel cosmetics certified with the EU Eco-label – the first German cosmetics company to do so. Now ADA is introducing an extension to the successful ‘Green Culture’ body care series. It will be available under a new name with additional products, improved formulations and a fresh design.



Kehl, 21 February 2011 – The trend towards natural cosmetics is as strong as ever and has also extended to hotel bathrooms. This has already been demonstrated by the success of the body care line ‘Green Culture’ from ADA. The consistently favorable response to ‘Green Culture’ – until now only available in the practical *press+wash* dispenser system – prompted Europe’s leading hotel cosmetics manufacturer to introduce a larger selection of the line. The brand was renamed in ‘Eco by Green Culture’ and now provides hoteliers who operate their establishments with the environment in mind with even more green choices for their bathrooms. From shower gel and shampoo to conditioner and body lotion, discerning guests can pamper their skin with gentle cosmetics as well as a clear conscience. Accordingly, the products are now available in hotel-appropriate portions in 42-ml flacons.

The pH-balanced body care line carries the official eco-label of the European Union (EU) and thus demonstrates absolute trustworthiness to guests. The reason: the eco-label is awarded only to products that fulfill strict requirements – from the formulation all the way to the packaging – and pass all tests. This is a matter of course for ADA, since the company already adapted its manufacturing processes to resource-efficient and sustainable methods a long time ago. “We want to make our environmental commitment even more visible to the public – using reputable labels is the most effective way”, says ADA’s CEO, Wilhelm Könning. This accomplishment has, yet again, made the company a pioneer in this market segment.

Absolute Consistency

‘Eco by Green Culture’ uses raw materials based on renewable plant materials. As regards preservatives, the principle is ‘less is more’ – albeit not at the risk of product safety. The added cleaning agents are almost entirely biodegradable, with a mere 0.3 percent counting as ‘persistent’ or low biodegradable ingredients. This ranks the formulation well below the prescribed limits for cosmetic products. Instead of artificial coloring agents ADA employs well-tolerated food colors. In addition, silicone oils, paraffin and other questionable additives are omitted altogether. The fresh, green scent with its

aromas of invigorating lemon, captivating jasmine and warm amber lends this body care lines an appealing and attractive note. The result: gentle, effective and skin-friendly formulations that are suited even to sensitive skin.

All natural – even the packaging

The environmental approach is not limited to the ingredients. The EU eco-label requires packaging solutions with as little impact on the environment as possible. This concept was already in place with ADA's '*Green Culture*' products in the company's own *press+wash* dispenser system, since the dispensers are made from recycled PET. The new 42-ml flacons are also made of this recycled material. In addition, the new flip top is very convenient as it allows an easy and efficient product dosage. The fact that all this 'green commitment' can also look stylish is apparent in the company's modern, clean flacon design. A fresh, light green combined with cool white and a stylized, colorful floral pattern emanates a natural purity. The green beauty series' hair and body shampoo and liquid soap are available in the *press+wash* assortment. The shower gel, hair & body wash, conditioner and body lotion come in 42-ml flacons, the bar soap in a 20 g piece.

New Extras

'Green' accessories complete the Green Collection and are based entirely on eco-friendly and resource-sustaining criteria: shower cap, vanity set, sewing kit and emery board are contained in attractive packaging made from fully biodegradable recycled paper, printed with ecological, soy-based colors. Wherever possible, synthetic materials have been substituted with natural materials.

For further information, please visit www.ada-cosmetics.com.