



## **The Essence of Spa Luxury**

# **ADA International presents ELEMIS White Lotus & Lime**

*The new body care line ELEMIS White Lotus & Lime from ADA International captivates the senses with an aromatic woody fragrance and the citrusy crispness of sun-ripened limes. After its successful retail product launch, the ELEMIS White Lotus & Lime hotel collection will be available exclusively from ADA as of December 2017. With this launch the leading manufacturer of modern hotel cosmetics adds yet another prestigious body care and wellness line extension to its luxury portfolio.*

*Kehl/Germany, November 2017.* The luxury British spa and skincare brand ELEMIS is well-known worldwide for its revolutionary skin and body care products. “Defined by nature, led by science” – with this claim the brand combines the benefits of nature and science to create an exceptional skin and body care experience.

The luxury brand’s ELEMIS White Lotus & Lime adds yet another trend-setting hotel collection for skin and hair care to the market, providing an indulgent grooming experience to remember. ELEMIS White Lotus & Lime is available exclusively from ADA as of December 2017 – a further example of the company setting international standards for sophisticated hotel cosmetics.

ELEMIS White Lotus & Lime stands for an exquisitely indulgent experience due to its innovative formulation, which is based on the delicately stimulating notes of lime and the unique extracts of white lotus. In addition to providing soothing body care, ELEMIS is known for its refined fragrance compositions. The fresh, fruity aroma of ELEMIS White Lotus & Lime cleansing and skin care products is a blend of ripe mandarins, juicy grapefruit and succulent black currants with the fresh sparkle of lemon blossoms. A hint of patchouli completes the bouquet.

The ELEMIS White Lotus & Lime Hotel Collection includes bath and shower gel, shampoo, conditioner, hand and body lotion in 30 ml and 50 ml tubes as well as 30 g and 50 g bars of soap. The modern tube design in soft white and green tones underlines the products' freshness and lightness. In addition to the small sizes, a 300 ml pump dispenser is available with bath and shower gel, shampoo, conditioner, hand and body lotion and liquid soap. Soon, White Lotus & Lime will also be available in the Smart Care System. The Smart Care System dispensers, with their modern, sleek design, succeed in combining sustainability and elegance, showing that luxury hotel cosmetics can be practical, economical and environmentally friendly at the same time.

The ELEMIS hotel collections Revitalise-Me and White Lotus & Lime are ADA's response to the requests from luxury hotels for an exclusive bathroom experience. ELEMIS is available in the top hotels and spas of more than 90 countries and already has received over 270 awards for its ground-breaking products. "With ELEMIS White Lotus & Lime we are expanding our assortment by another exclusive wellness brand which perfectly fulfills the requirements and wishes of luxury hotels. A collection of pampering and freshly scented formulations to leave guests feeling uplifted and delicately refreshed - a new experience in SPA luxury for the guest to remember," says Sylvia Jensch, Chief Marketing & Sales International Officer, ADA International.