

BELGRAVIA

TOILETRIES



## TOILETRIES



The Guide

## Hotel-Branded Toiletries Brand Guideline

### 1. Brand Identity

The branded toiletries should reflect the luxury, sophistication, and unique identity of your hotel. They should align with the hotel's overall aesthetic and provide guests with a memorable experience.

#### 1.1 Brand Values

- **Luxury:** The toiletries should exude luxury, using high-quality ingredients and elegant packaging to create a sense of indulgence.
- **Sustainability:** Emphasize eco-friendly practices, such as using natural ingredients, recyclable packaging, and minimizing waste.
- **Wellness:** The products should promote well-being, with formulations that nourish and care for the skin, hair, and body.
- **Consistency:** Ensure that the toiletries align with the hotel's overall branding, from color schemes to logos, providing a cohesive experience.

### 2. Product Range

The hotel-branded toiletries should cover a full range of essential products, ensuring guests have everything they need for a comfortable stay.

#### 2.1 Core Products

- **Shampoo and Conditioner:** Formulated to be gentle yet effective, suitable for all hair types. Consider offering variations for different hair needs (e.g., moisturizing, volumizing).
- **Body Wash and Soap:** Made with nourishing ingredients that cleanse without stripping the skin. Offer both liquid and bar options.
- **Body Lotion:** A hydrating formula that leaves the skin soft and smooth, with a non-greasy finish.
- **Hand Soap and Lotion:** Mild and moisturizing, suitable for frequent use.
- **Dental Kit:** Include a toothbrush and toothpaste in travel sizes, possibly with a branded toothbrush holder.
- **Shaving Kit:** A high-quality razor and shaving cream or gel, suitable for sensitive skin.
- **Vanity Kit:** Includes essentials like cotton pads, cotton swabs, and a nail file.

## 2.2 Optional Additions

- **Hair Mask or Deep Conditioner:** For guests seeking extra nourishment during their stay.
- **Facial Cleanser and Moisturizer:** Provide gentle, effective skincare options suitable for all skin types.
- **Mouthwash:** Offer a refreshing mouthwash in a travel-sized bottle.
- **Bath Salts or Bath Oil:** For hotels with bathtubs, provide luxurious bath products that enhance relaxation.

## 3. Formulation Standards

The formulation of the toiletries should reflect the hotel's commitment to quality, sustainability, and guest well-being.

### 3.1 Ingredient Quality

- **Natural Ingredients:** Use natural, organic, and sustainably sourced ingredients wherever possible. Avoid harmful chemicals, parabens, sulfates, and synthetic fragrances.
- **Fragrance:** Choose a signature scent that reflects the hotel's atmosphere. It should be subtle, luxurious, and allergen-free, with options for fragrance-free products.
- **Skin-Friendly:** Ensure all formulations are dermatologically tested, hypoallergenic, and suitable for sensitive skin.

### 3.2 Environmental Considerations

- **Biodegradability:** Ensure that all ingredients are biodegradable and do not harm the environment.
- **Cruelty-Free:** Formulate products without animal testing and consider vegan options where applicable.
- **Sustainable Sourcing:** Source ingredients from suppliers who practice sustainable and ethical harvesting.

## 4. Packaging Design

The packaging design should convey elegance and luxury while being functional and environmentally responsible.

#### **4.1 Material Selection**

- **Recyclable Materials:** Use materials such as glass, aluminum, or high-quality recyclable plastics. Consider biodegradable or compostable options where feasible.
- **Minimalist Design:** Opt for a minimalist design that uses fewer materials and reduces waste. The packaging should be easy to use and travel-friendly.

#### **4.2 Design Elements**

- **Logo and Branding:** The hotel's logo should be prominently displayed, with options for embossing, debossing, or metallic accents to add a luxurious touch.
- **Typography:** Choose a clean, modern font that is easily readable and complements the hotel's branding.
- **Color Scheme:** Use the hotel's signature colors in a sophisticated palette that reflects the brand's identity.
- **Labeling:** Clearly label each product with the name, key benefits, and any essential information, such as ingredient lists and usage instructions.

#### **4.3 Sustainability**

- **Refillable Options:** Consider offering refillable toiletry bottles in guest rooms, reducing single-use plastic waste.
- **Eco-Friendly Packaging:** Use packaging that is easy to recycle or compost, with minimal environmental impact.

### **5. Presentation and Display**

The way the toiletries are presented in the guest rooms should reinforce the brand's luxury and attention to detail.

#### **5.1 Room Placement**

- **In-Bathroom Display:** Arrange toiletries neatly on a branded tray or in a custom holder. Ensure products are easily accessible and displayed attractively.
- **Towel and Linen Coordination:** Coordinate the toiletries with the towels and linens in the bathroom to create a cohesive and luxurious look.

### 5.2 Customization for Guests

- **Personalized Options:** Offer customized toiletries for VIP guests, such as monogrammed bottles or personalized scents.
- **Gift Sets:** Provide gift sets of the toiletries for purchase, allowing guests to take home a piece of the hotel experience.

### 5.3 Replenishment and Care

- **Daily Replenishment:** Ensure that toiletries are replenished daily, with fresh products provided for each new guest.
- **Hygiene Standards:** Maintain strict hygiene standards in the handling and placement of toiletries, ensuring they are always presented in pristine condition.

## 6. Marketing and Communication

Communicate the value and quality of the branded toiletries to guests, enhancing their overall experience.

### 6.1 In-Room Communication

- **Information Cards:** Place elegantly designed cards in the bathroom that describe the quality and benefits of the toiletries, including their natural ingredients and sustainability.
- **Digital Communication:** Include information about the toiletries on the hotel's in-room digital systems, such as tablets or TVs.

### 6.2 Brand Storytelling

- **Narrative:** Share the story behind the creation of the branded toiletries, focusing on the hotel's commitment to quality, luxury, and sustainability.
- **Partnerships:** Highlight any partnerships with renowned skincare or beauty brands, adding credibility and value to the products.

### 6.3 Retail Opportunities

- **Gift Shop Sales:** Offer the branded toiletries in the hotel's gift shop, presented in elegant packaging suitable for gifting.
- **Online Sales:** Make the toiletries available for purchase on the hotel's website, allowing guests to enjoy the products after their stay.

This brand guideline ensures that the hotel-branded toiletries reflect the luxury, quality, and sophistication of your hotel, providing guests with a memorable and indulgent experience.