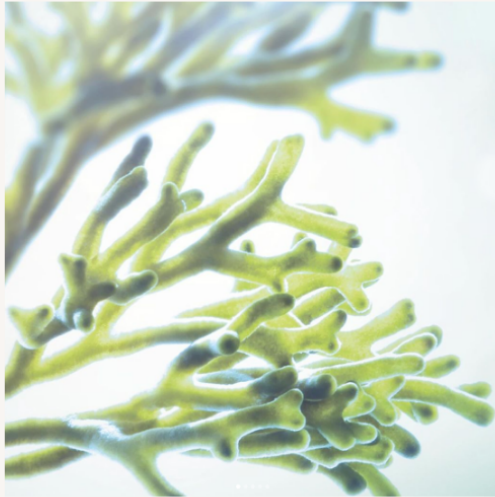


Experience ocean-inspired luxury with the Groupe GM and Algotherm hotel collection

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Groupe GM, the international leader in guest amenities, unveils the new Algotherm Hotel line, bringing the revitalising power of the ocean combined with dermo-cosmetic expertise straight into the hotel bathroom for a truly immersive wellness experience. Recognised for its regenerating, moisturising, and protective properties, the range is enriched with dermocosmetic active ingredients and Laminaria Digitata Algae, inviting guests to experience the ocean's healing benefits. The formulas are composed of 98% natural ingredients and are vegan, GMO-free, gluten-free, and certified by BIORIUS.

Eco-friendly *skin care innovation*



Since 1962, Algotherm has harnessed the power of marine ingredients to develop innovative skincare solutions that remineralise and regenerate the skin. Today, the brand takes its expertise to the next level by integrating high-performance, clinically recognized ingredients inspired by aesthetic medicine. This expert heritage now comes to life in a hotel line that transforms every guest's daily ritual into a sophisticated ocean-inspired moment.

The Algotherm hotel range is infused with a fresh marine fragrance that evokes the energising spirit of the ocean. It opens with crisp top notes of lemon and green foliage, unfolding into a delicate floral heart of lily of the valley, violet, and rose, offering a sensorial journey that is both uplifting and refined.

A luxurious *ocean-inspired experience*

The revamped Algotherm hotel line packaging takes inspiration from the ocean's breathtaking natural colours. A spectrum of greens, ranging from pale blue-green to deep emerald, evokes the richness of marine biodiversity, offering a visual tribute to ocean life, including the vibrant hues associated with phytoplankton, and a reflection of the brand's deep-rooted marine heritage.

The collection includes Groupe GM's patented and refillable Ecofill dispenser, designed with 400ml sealed and traceable pouches that ensure product integrity and hygiene. This system also simplifies hotel operations, allowing housekeeping staff to replace pouches in under 30 seconds. To complete the large-format offering, the range includes the 375ml Ecosource format, certified by Eu-Ecolabel and Nordic Swan. Additionally, the 300ml Ecopump dispenser, crafted from plant-based plastics and equipped with sealed pumps, combines sustainable innovation with everyday luxury.

The range also features 33ml tubes made from plant-based materials and capped with recycled plastic, along with a 20g RSPO MB certified bar soap. To elevate the in-room experience, a soothing resource face mask is available, delivering comfort, nourishment, and rejuvenation a true moment of marine wellness designed to leave guests feeling refreshed and indulged.

To round out the range, Groupe GM and Algotherm offer a selection of hotel accessories, elegantly packaged in recycled cardboard sleeves and boxes to reflect the brand's commitment to sustainability. These include shower caps, vanity sets, sewing kits, shoe mitts, paper tissues, 2/3 dental sets, shaving sets, manicure sets and combs.

This accessory collection ensures all guest needs are met, enhancing their overall hotel experience. As part of Groupe GM's Care About Earth program, the Algotherm range proudly embodies eco-conscious hospitality, designed to minimise environmental impact without compromising on luxury.



Discover the complete line

"Groupe GM is proud to unveil the refreshed Algotherrm hotel line, which seamlessly brings the rejuvenating power of the ocean into guest hotel experiences. This collection embodies eco-conscious luxury, offering guests a unique experience that celebrates the ocean's natural beauty and biodiversity and supports environmental sustainability."

Laurent Marchand,
PRESIDENT OF GM GROUP