

Groupe GM Launches New DAMANA® Solid Range

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As part of its 'Care About Earth' program, Groupe GM, the world leading player in the hotel amenity industry is launching the first solid amenity bath line branded Damana® Earth & Sun. The Damana® Earth & Sun Solid Range is enriched with aromatic plant extracts and celebrates the Mediterranean nature.

Inspired *by nature and traditions*



DAMANA® is a Groupe GM brand, well known for its simplicity and happiness. Inspired by these values, Groupe GM has created a range of amenity lines that combine the richness and authenticity of products influenced by nature and traditions, with today's expectations of well-being, effectiveness and ecology.

This new solid line strengthens Groupe GM's commitment to sustainability and follows closely their 'Care About Earth' program which aims to reduce products' impact on the environment.

Inspired by the apothecary tradition, the DAMANA® Solid Range evokes the traditional craftsmanship of herbalists.

Suitable *for sensitive skin*

The DAMANA® Solid Range is a vegan amenity line, formulated with natural origin ingredients. Thanks to its solid form, water consumption is significantly reduced by nine times that of the amount used with the classic formulas.

These products are true "soap free", meaning these dermatological bars are ideal for sensitive and atopic skins. They are made with a blend of gentle surfactant, as the Sodium Cocoyl Isethionate obtained from coconut oil, emulsifiers and emollients. As they contain neither soda nor SLS, their pH are naturally close to the water's, which make them suitable for sensitive skins.

Without any plastic in its packaging features, the solid amenities are packaged in FSC cardboard with water resistant varnish. There are three 20g solid bars including citrus fruit shower gel, juniper shampoo and white nettle conditioner, all of which have been tested under dermatological control.

The head notes of bergamot, lemon anise and heart notes of cyclamen and lily of valley add a touch of indulgence to this beautifully scented amenity range. The DAMANA® Solid Range was created with hotel guests' best comforts and interests in mind.

[Discover the complete line](#)

Producing high quality hospitality creations for our clients and partners around the world has always been paramount to us. We understand the increasing need for eco-friendly products and creating packaging that is not harmful to the environment. The new Solid Range by DAMANA® embodies our commitments to excellence and to customer care at Groupe GM and we will continue our efforts to ensure we contribute to a cleaner environment.

Laurent Marchand,
PRESIDENT OF GM GROUP