

# Elevate Summer Stays and Pamper Your Guests with the Hei Poa and Groupe GM Sun Care Hotel Line

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**Groupe GM, the international leader in guest amenities, reaffirms its commitment to pampering hotel guests and meeting their skincare needs** with a carefully curated sun care hotel line in collaboration with the iconic brand Hei Poa. As the holiday season approaches, Hei Poa brings its expertise in Polynesian beauty rituals to the hotel world with a luxurious, ocean-safe, and hydrating SPF 50 sun care formula. Designed for long-lasting protection, these products allow guests to enjoy carefree moments at the beach, poolside, or exploring summer destinations. Thoughtfully crafted for both comfort and sustainability, the line meets the growing demand for clean, skin-friendly, and environmentally respectful amenities, elevating the guest experience with every application.

## Luxurious Monoi-Infused *Amenities for a Tropical Escape*



Since 1976, Hei Poa has been synonymous with the beauty and spirit of Polynesia, bringing its iconic Monoi oil to skincare lovers around the world. Now, this heritage brand joins forces with Groupe GM to offer hotels an exclusive sun care line designed to transform any stay into a sensorial escape.

Formulated with up to 96% natural-origin ingredients, each product is enriched with precious Monoi oil, renowned for its ability to deeply hydrate\* the skin, repair dry or damaged hair, and leave a radiant, healthy glow.

The fragrance is pure holiday indulgence: a harmonious blend of exotic tiare flower, orange blossom, and coconut, wrapped in warm vanilla base notes. It captures the scent of the ocean breeze, tropical blooms, and sun-kissed skin, leaving guests with a lasting impression of care, comfort, and luxury.

## Guaranteed protection *for guests during long sunny days*

The Hei Poa hotel line offers guests high-performance sun care essentials designed to protect, soothe, and nourish skin under the sun.

At the heart of the range is the SPF 50 Water Resistant Suncare Melting Milk in 40ml, an ocean-friendly formula that delivers broad-spectrum UVA/UVB protection suitable for all skin types as well as pregnant and breastfeeding women. Enriched with moisturizing Monoi de Tahiti and antioxidant organic plant extracts, it helps maintain the skin's youthful glow while shielding it from harmful sun exposure. Its lightweight, non-sticky texture melts into the skin, leaving behind a sun-kissed veil of monoi and blooming Polynesian flowers.

After a day in the sun, guests can spoil themselves with the After-Sun Fresh Gel in 40ml, a soothing formula infused with Monoi de Tahiti AO and organic Aloe Vera. Providing up to 24 hours of hydration, it calms sun-stressed skin, relieves feelings of overheating, and helps prevent dryness and peeling. Fast-absorbing and featherlight, it restores softness and prolongs a luminous, golden tan.

Guests can complete the ritual with the iconic 30ml Pure Tahiti Monoi Oil, a treasured beauty cult crafted from tiare flowers macerated in coconut oil. This traditional Polynesian formula is rich in nourishing acids (omega-9, omega-6, lauric acid, and vitamin E), delivering deep 2/3 nourishment to both skin and hair. It can be used after a shower, as a hair oil treatment, or during a relaxing massage. A truly enchanting pause in guests' daily routine.

The Suncare Melting Milk and After-Sun Fresh Gel are packaged in plant-based tubes with recycled caps, while the Pure Tahiti Monoi Oil comes in a recycled plastic bottle, reflecting the shared commitment of Hei Poa and Groupe GM to environmentally responsible beauty.

The exclusive Hei Poa amenity range is fully aligned with Groupe GM's Care About Earth program and contributes to the corporate effort to reduce its environmental impact. This initiative aims to minimize the environmental impact of its products and contribute to sustainability, thereby protecting the planet for many generations.



Discover the complete line

*"We are thrilled to offer our guests the Hei Poa sun care hotel line, a vibrant collection that captures the spirit of Polynesia and the carefree feeling of summer. Thoughtfully formulated, these amenities deliver trusted sun protection and skin nourishment while offering guests a moment of sensory escape. By combining natural ingredients with responsible packaging, we allow our guests to enjoy everyday self-care with greater awareness of their well-being and the planet."*

**Laurent Marchand,**  
PRESIDENT OF GM GROUP

\*Hydration of the upper layers of the epidermis.