

Groupe GM announces its new partnership with Phytomer

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Groupe GM, international leader in hotel amenities, is proud to announce a new partnership with Phytomer.

Phytomer is the story of three generations and each one is driven by the same dream: offer the skin the sea's most incredible benefits. For 50 years, Phytomer has been transforming the sea into skincare to better reveal the beauty of women and men. The world's most beautiful spas have chosen to offer their clients the revitalizing benefits of Phytomer treatments.

Amenities *inspired by the sea*



With this collaboration, Groupe GM can now offer hotel guests a new amenity line inspired by the sea. Phytomer amenity products are enriched with Rock Samphire (*Crithmum Maritimum*) benefitting from its refreshing, relaxing and softening properties. A pure moment of well-being. Their formulas contain up to 98% natural origin ingredients. Its fragrance is inspired by the iodized and herbal freshness of the seaside, with a subtle blend of floral, aquatic, and woody notes.

A new *hotel amenity line*

The Phytomer hotel amenity line is fully in line with Groupe GM's corporate responsibility program Care About Earth. Launched in 2018 Care About Earth program's objective is to reduce the impact of the hospitality profession on the environment.

This new line contributes to Groupe GM's commitment to developing sustainable products and their corporate effort. It is available in 30ml deep blue tubes that are 90% plant-based. The caps are made of 100% recycled plastic. It consists of a shower gel, shampoo, conditioner, and body lotion.

Phytomers' hotel amenity line also features two large format dispensers in 400 ml: Ecofill and Ghost.

Ecofill is an innovative, sustainable and eco-designed product. This patent-pending dispenser is not only eco-responsible, refillable and traceable but also a clean, safe, fast & easy solution with a reduced environmental impact. Its sealed pouches of 400 ml capacity, ensure minimal packaging as they are made of only 8 g of recyclable plastic, and guarantee 100% traceable cosmetics. The deep blue Ecofill range includes shower gel, shampoo, conditioner, body lotion, and liquid soap, and is 100% traceable.

Ghost, as its name suggests, is a dispenser fixed on a hidden rail which gives the impression that the product is levitating. This ingenious eco-designed large-capacity dispenser of 400 ml is made from sugarcane and lasts around 40 days. Its system is safe and easy to use. The remaining amount of product is visible thanks to a discreet visibility window. Designed to be hung and blended with the wall, this dispenser comes with a wall bracket, available both with screws and double tape, as well as a key to easily remove the dispenser from the wall.

The Ghost dispenser is featured in white, and the bottle is 100% plant-based. Ghost includes a variety of products such as shower gel, shampoo, conditioner, body lotion, liquid soap, and hair and body gel.

A 20g bar of soap completes this standard line and is certified RSPO (*Roundtable on Sustainable Palm Oil*) and wrapped in allegro paper.





We are delighted to be partnering with Phytomer, a leading professional skincare brand that features some of the industry's highest levels of innovation, quality, and sustainability and shares Groupe GM's commitment to the environment. Phytomer is already partner to 10,000 spas in 80 countries, and we look forward to extending their reach by launching this new amenity line in hotels worldwide. This collection of amenities is consistent with our Care About Earth program and we believe that it is ideally suited to guests' needs.

Laurent Marchand,
PRESIDENT OF GM GROUP