

## It's so Simple, It's Perfect

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Pineapple Hospitality adds Power Brands Hospitality's Earth Simple and Earth Perfect amenities to its lineup of environmentally friendly products and marketing programs.

Bringing together the latest in luxury and an earth-friendly outlook, Pineapple Hospitality is proud to partner with Power Brands Hospitality as a distributor of the company's all-new Earth Perfect and Earth Simple lines of amenities.

With the launch of Earth Simple and Earth Perfect, Pineapple and Power Brands offer luxurious, earth-friendly amenities that span a range of benefits and budgets. Earth Simple is a nature-based amenity collection made from pure botanical extracts. Earth Perfect is a sulfate- and paraben-free amenity collection formulated with certified organic extracts.

Earth Simple and Earth Perfect fit perfectly into Pineapple Hospitality's complete catalog of products and programs designed to promote sustainability of both the environment and the bottom line.

The U.S. amenities market is a \$350-\$400 million-a-year business. Worldwide, it's around \$1 billion and growing. The reason for this growth is that hotels look at their amenities as a reflection of a guest's experience, explains Mary Ann Pettorini, Executive Vice President for Power Brands Corp. A hotel's amenities package is a huge part of how it defines itself.



Furthermore, 85 percent of hoteliers believe amenities are very important to guests and 96 percent believe amenities can affect room satisfaction ratings.

'A hotel's amenities package is certainly one major way to differentiate yourself in a crowded market,' says Ray Burger, President of Pineapple Hospitality.

'Guests are going to remember the products they use during their stays - and often those products they take home with them when they check out. It's a great way to build brand awareness and keep your guests happy and eager to book again,' Burger adds.

'What sets Power Brands apart is not just the quality of their products, but their commitment to providing a product that is good for the body and good for the earth. Earth Simple and Earth Perfect are two lines that demonstrate how hotels can combine elements of luxury and a commitment to the environment,' Burger adds.

The senior management team of Power Brands has proven experience in the hospitality and beauty industries, having created products and branding for global beauty companies including Estée Lauder, L'Oréal, Procter and Gamble and Unilever. Pettorini says that leading consumer beauty brands are finding ways to go organic and green. It's time that more hotels follow that lead.

'Consumers and beauty companies are really looking closer at the ingredients they are using everyday, and now so is the hotel industry,' Pettorini says. 'Hotels are looking at what they can do to reduce their environmental footprint. This means everything from reducing water used, look at what fabrics are used in guestrooms, the chemicals they use to clean, to the amenities they stock bathrooms with.'

'Hotels want their guests to know about the steps they are taking to be good corporate citizens, and because they are such a key part of the guest experience, earth-friendly amenities are a really great way to translate that message,' she continues.

### **Earth Simple**

Earth Simple is created with one goal in mind: to develop skin care luxuries from the purest, most natural ingredients found on Earth. Shampoos, conditioners, body washes and balms that refresh, renew and revive for simply beautiful hair and skin. Earth Simple is available in 30 and 50 ml sizes.

The Earth Simple Collection includes a complete selection of In-Room Essentials, including Dental Kits, Sewing Kits, Shaving Kits, Shower Caps, Loofahs and Shoe Care. The line includes:

30 and 50 ml chamomile shampoo;

30 and 50 ml elderflower conditioner;

30 and 50 ml grapefruit body wash;

30 and 50 ml rosemary body lotion;

50 gr lavender body bar; and

30 gr glycerine facial bar.

### **Earth Perfect**

The Earth Perfect line lives up to its name in every way. Perfectly free of sulfates, parabens and ureas. Perfectly free of harsh preservatives and dyes. Perfectly balanced formulations created from renewable, organic plant based sources for perfectly beautiful hair and skin. Earth Perfect is available in 30 and 59 ml sizes.

The Earth Perfect Collection includes a complete selection of In-Room Essentials, including Dental Kits, Sewing Kits, Shaving Kits, Shower Caps, Loofahs and Shoe Care. The line includes:

30 and 59 ml yarrow shampoo;

30 and 59 ml jojoba conditioner;

30 and 59 ml bayberry body wash;

30 and 59 ml elm body lotion;

30 and 59 ml mint mouthwash;

50 gr mint balm body bar; and

30 gr white tea facial bar.

Every luxurious, Earth Perfect amenity product is packaged in fully recyclable materials and available in 30 ml/1oz and 59 ml/2oz sizes. Cartons are manufactured with 30 percent post-consumer recycled cardboard.

### **Committed to Quality**

With leadership experience in strategic brand development, meticulous product formulation, innovative package design and dependable delivery, Power Brands is committed to a powerful and higher standard in amenity branding and execution.

Partnering with Pineapple Hospitality only further enhances Power Brands' standing as a provider of high-quality, earth-friendly products.

'Using organic products and going green isn't just a trend. It's a fundamental shift in the way that business is going to be done,' says Pettorini. 'Pineapple Hospitality has real credibility in the hospitality industry for its leadership position in the green hotel segment. Working with them on a distribution basis is incredibly valuable to us.'

### **About Pineapple Hospitality**

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) ([www.freshstay.com](http://www.freshstay.com)), EcoRooms & EcoSuites ([www.EcoRooms.com](http://www.EcoRooms.com)) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R), Earth Perfect and greenSPA(TM) amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Green Earth Key Cards, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist(TM) deodorization system, Zero Odor, and dozens of other products and programs. For more information, please visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call us at 636-922-2285.

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