

Press Release

DermaCare Sensitive – Gentle on sensitive skin

- **Dermatologically tested**
- **Certified with the ECARF quality seal**
- **Gentle care for daily use**

Kehl, July 2018 – ADA International (ADA) relaunches its sensitive range: From DermaCare with Nutri C Complex comes DermaCare Sensitive and the label also has a fresh look.

Numerous studies show that conscious consumers are becoming increasingly concerned about the environmental impacts on the health of their skin. They are specifically using gentle personal care products for sensitive skin or skin prone to allergies – for themselves and their families.

With carefully selected ingredients, a delicate fragrance and the mild composition of the formulas, *DermaCare Sensitive* is the perfect solution for demanding and sensitive skin. Dermatologically tested and awarded with the ECARF quality seal, with *DermaCare Sensitive* ADA offers the hotel sector a high-quality, gentle range of cosmetic products for daily use by younger (for children from 3 years of age) and older guests.

The hotel collection includes

- a mild Wash Lotion, Hair & Body Shampoo and Body Milk in 30 ml bottles
- All-in-One Hand, Hair & Body Shampoo in 330 ml press + wash and 300 ml Smart Care System
- 15 g bars of soap
- "Gentle Care" Gift Set

The timeless, modern product design highlights the gentle skincare effect and perfectly blends into every hotel interior.

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More information can be found on our website at ada-international.com.

About ADA Cosmetics International

ADA Cosmetics International develops, produces and distributes high quality hotel cosmetics and innovative dispenser systems for international 3-star to 5-star hotels. The company, with its corporate headquarters in Kehl, Germany, has a presence in over 50 countries in Europe, the Middle East, Asia and the United States. A strong product portfolio with trending lifestyle concepts, exclusive luxury and designer brands as well as sophisticated dispenser systems and more than 700 employees worldwide all contribute to the company's ranking among the leading suppliers in this field.

www.ada-international.com

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