

## Press Release

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**ADA International presents:**

### **The White Company – Lime & Bay**

**Kehl/Germany, July 2018.** ADA International (ADA) and The White Company have created a new hotel amenities range that pampers the senses. The White Company's range of Lime & Bay – with citrus notes – is a new addition to the hotel collections.

*The White Company* believes in making the most of life's simple pleasures. Precious moments of uncomplicated happiness are their constant inspiration, and it is with these in mind that they create collections that are built to last and become an intimate part of our everyday lives.

The luxury British lifestyle brand add another indulgent hotel collection in addition to *Flowers* and *Noir* for hair and body in the form of *Lime & Bay*, providing a vibrant and uplifting experience to remember. A perfect fusion of exotic mandarin, pink grapefruit, bergamot, orange, lime and lemon is laced with jasmine buds, lime blossom, ginger and crushed bay leaves. A hint of warm patchouli completes the bouquet – a beautifully alluring scent.

*The White Company Lime & Bay* collection includes shower gel, shampoo, conditioner and body lotion in 30 ml and 50 ml bottles as well as 30 g and 50 g bars of soap. In addition to the small sizes, a 300 ml bottle is available with hand and body lotion and liquid soap.

Available exclusively from ADA as of July 2018, the leading manufacturer of modern hotel cosmetics adds another prestigious body care line to its portfolio that exudes timeless style & quality. Beautifully crafted fragrances encased in elegant yet understated designs, *The White Company Lime & Bay* collection complements any hotel interior.

For further information please visit our website at [www.ada-international.com](http://www.ada-international.com).

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### 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](http://www.ada-international.com)

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