
Balmain Hair Couture and ADA Cosmetics extend global partnership

Balmain Hair Couture, the hair care division of the French haute couture house, and ADA Cosmetics have extended their partnership. Starting January 2022, the leading hotel cosmetics manufacturer will take over worldwide production and distribution of the Balmain hotel beauty amenities. This adds to their already existing partnership of serving Grand Hyatt Hotels globally.

Kehl/Germany, December 2021. Balmain Hair Couture will be working in an even closer partnership with hotel cosmetics manufacturer ADA Cosmetics in the future. The corporate division of the French haute couture house has been supplying hair care products, extensions, and accessories licensed under the Balmain brand name since 1974.

Since the beginning of 2020, Balmain Hair Couture and ADA Cosmetics have been supplying exclusive Balmain cosmetics Grand Hyatt hotels. From January 2022, Balmain and ADA Cosmetics will build on this success and bring the brand's amenities to luxury hotels across the globe. Australia, New Zealand and Polynesia will be served by another partner of Balmain.

"Excellence and uncompromising quality are our benchmark," says Steward Guliker, CEO at Balmain Hair. "This also applies to our choice of partners. We are delighted to have ADA Cosmetics, a highly competent and successful partner, at our side."

ADA Group CMO Gerd von Podewils is looking forward to deepening the partnership with Balmain. He sees ADA's long-standing contacts to the hotel industry, strong commitment to developing sustainable and safe dispenser solutions, and seamlessly networked sales organization as the best prerequisites. He also emphasizes that the Balmain brand is a perfect match for the new luxury concepts of sophisticated luxury hotels: "The Balmain care lines reflect an elegance, savoir-vivre and Parisian chic that enable hoteliers to pamper guests with their own unique approach to exclusivity."

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About Balmain

As part of the Balmain Paris fashion label, Balmain Paris Hair Couture has over 40 years of heritage in combining hair essentials with the latest catwalk trends. The collections are inspired by backstage secrets and mirror all a woman needs to create the ultimate catwalk inspired look. Over these 40 years, Balmain Paris Hair Couture established its legitimacy in the field of luxury. We pay meticulous attention to detail and perfection and are always researching and creating new application techniques to guarantee the best quality products, while always respecting our proud and rich heritage.

All collections consist of a small but complete line of only bestselling products. Our design, manufacture and retail teams continuously raise the bar for excellence in our products. The long-term vision based on heritage, creativity and innovation drives the success of Balmain Paris Hair Couture and ensures its promising future.

About ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide. Key accounts for Europe's leading supplier are primarily 3 to 5-star hotels. Their portfolio includes more than 20 brands: from economy to luxury, from mainstream to boutique-style as well as bio-certified natural cosmetic and renowned international designer brands. ADA Cosmetics is also an innovator and market leader specializing in modern hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle to Cradle-certified company is geared towards eco-friendly, sustainable business practices. With headquarters in Kehl, Germany, and 700 employees worldwide, the company is active in more than 50 countries in Europe, the Middle East, Asia, and the USA. www.ada-cosmetics.com