

## **Good vibes only: ADA Cosmetics embraces emotional wellness trend with Be Different**

*Vibrant design, mood-boosting scents, uplifting messages. The colourful Be Different body care range invites guests to enjoy life's small pleasures, and to begin each day with a smile.*

Kehl, Germany, April 2022. In a fast-paced, “always on” culture, boosting personal health and wellbeing is more important than ever before. Recognizing the value of emotional wellness and individual happiness, ADA Cosmetics presents Be Different: a range of body and hair care products that encourages guests to embrace the little things in life, every day.

Colourful and contemporary, Be Different is defined by a spirit of optimism and a mission to spread good vibes. Positive messages in vivid colours cover the distinctive packaging: from “Follow your heart” to “Start with a smile” and “Make your own magic”, the attention-grabbing phrases are designed to inspire hotel guests to live each moment of their trip to the full.

The range is infused with three fruity-fresh fragrances that embody the brand promise and deliver a daily dose of happiness. Refreshing lime is paired with zesty mint for the mood-boosting body products, while the hair wash and conditioner are scented with juicy watermelon and relaxing berry. Uplifting sweet orange soap completes the collection.

In line with ADA Cosmetics' focus on sustainability and its desire to support conscious choices, the Be Different line is available in a wide range of dispenser systems with bottles recyclable after use – press + wash, Pump Dispenser, Smart Care and the newly introduced SHAPE dispenser – as well as mini bottles and tubes. Fully vegan and formulated with plant-based raw materials, the products are free of parabens, silicones and mineral oils, and use only readily biodegradable surfactants. The range of rinse-off and leave-on formulas was created in the in-house production facilities of ADA Cosmetics.

“The ups and downs of the past two years have revealed a growing desire for a mood-boosting approach to health and wellness,” says ADA Group CMO Gerd von Podewils. “Be Different responds to the spirit of the times, conveying a mood of positivity and optimism. We at ADA are putting beauty into travel, encouraging guests to enjoy the unique experiences of each new day.”