

PRESS INFORMATION

ARgENTUM apothecary and ADA Cosmetics announce global partnership deal

Hotel cosmetics will soon be infused with the power of silver, as ADA Cosmetics signs a global partnership agreement with super-luxury skincare and lifestyle brand ARgENTUM apothecary

Kehl, Germany, June 2022. Uniquely luxurious products that nourish not only the skin, but also the soul and the senses. This was the dream of ARgENTUM apothecary founder and CEO Joy Isaacs – a vision she brought to life in 2011. Joy’s multi-award-winning brand embodies the pursuit of beauty through balance, delivering powerful skincare infused with a patented silver elixir.

A global partnership with ADA Cosmetics, signed in February 2022, will bring ARgENTUM products to luxury hotels around the world later this year. At the heart of the British brand is a fusion of two vital ingredients, Silver Hydrosol and DNA HP, inspired by the work of Nobel Prize-winning scientists. Created together with Dr Gilbert Mouzin, a trailblazer in the field of dermo-cosmetics, this pioneering formula draws on the exceptional properties of silver to transform the skin.

ARgENTUM apothecary also shares ADA Cosmetics’ strong commitment to sustainability. The brand’s ultra-premium products are composed of only the finest quality ingredients, from natural origins, and infused with a beautiful signature scent created in Grasse. The day & night cream, mask, cleanser, body lotion and face oil are all packaged in innovative violet glass, which blocks the complete spectrum of visible light except for violet light, prolonging the life span and potency of each product.

In line with ARgENTUM’s philosophy of the pursuit of beauty through balance, each product contains one of 12 archetype cards: Creator, Sage, Magician, Caregiver, Everyman, Ruler, Jester, Innocent, Rebel, Explorer, Hero and Lover. Which card is received is a matter of chance – an invitation to draw energy from its imagery and symbolism; to reflect on inner beauty and the patterns we all share.

“First and foremost, ADA is a company that shares ARgENTUM’s ethics and values around luxury and sustainability, so it felt natural to partner with Europe’s leading manufacturer of hotel amenities,” says Joy Isaacs. “Together we believe we can create something quite magical and memorable for leading luxury hotels across the world.”

ADA Group CMO Gerd von Podewils agrees. “The partnership with ARgENTUM is an exciting opportunity to share amazing storytelling and skincare expertise with our international customer base,” von Podewils says. “Joy Isaacs is a truly visionary and charismatic founder, and it is a pleasure to partner with her and to bring this unique brand into our portfolio. We see great potential for ARgENTUM apothecary, particularly in Asia, where it has already attracted considerable attention.”

About ARgENTUM:

ARgENTUM is a multi-award-winning skincare brand that emits the timeless strength of silver. After many years of research in the field of dermo-cosmetics, ARgENTUM formulated a patented fusion of two vital ingredients – Silver Hydrosol & DNA HP. The result is a natural, super hydrating range of products that improves fine lines, wrinkles, and your skin's overall texture. ARgENTUM inspires beauty through a balance of its ground-breaking science with the psychology of beauty, by using the symbolism and poetry of 12 archetypes.

About ADA Cosmetics

ADA Cosmetics develops and produces high-end cosmetics and dispensing systems for hotels, cruise ships and airlines, serving around 20,000 customers worldwide. Working with primarily 3- to 5-star group accounts as well as independent hotels, the company specializes in offering bespoke solutions. ADA's portfolio of more than 20 brands features luxury, boutique-style and international designer names alongside bio-certified natural cosmetics, mainstream and budget-friendly lines. Founded more than four decades ago, ADA Cosmetics is also an innovator and market leader specializing in 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. Serving all continents globally and with its own manufacturing facilities in Europe and APAC, Europe's leading supplier of branded hotel cosmetics is headquartered in Kehl, Germany, and employs more than 700 staff in over 50 countries across Europe, the Middle East, Asia and the USA. www.ada-cosmetics.com