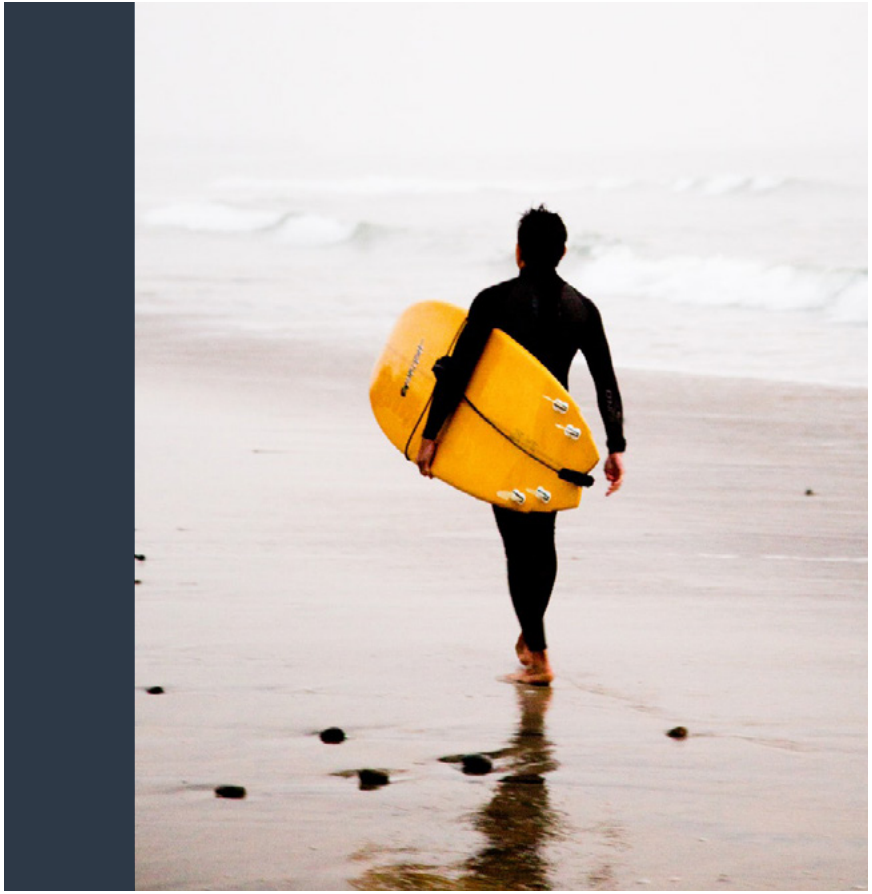
PURE
BEACH™

ESCAPE TO PURE BEACH

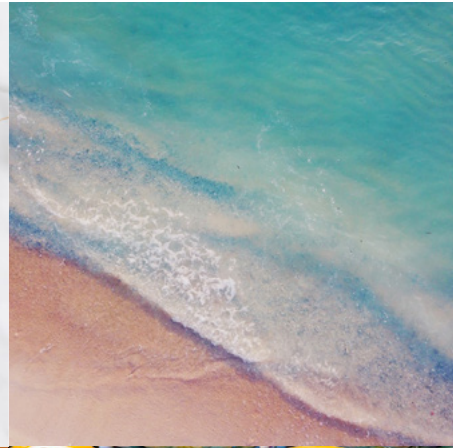
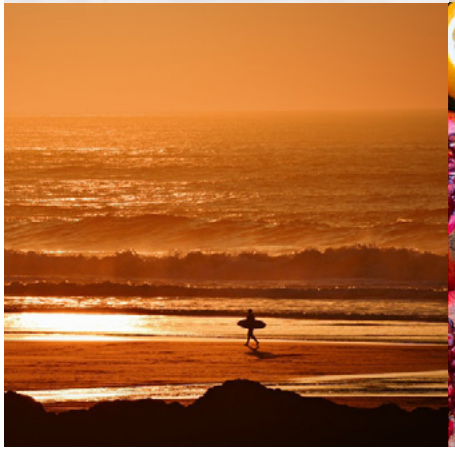
St.Tropez, Waikiki, White Haven, Malibu, South and Bondi are among some of the most beautiful, idyllic beaches from around the world. Crystal blue waters, soft white sands and tranquil settings define the epitome of escapism.



P U R E B E A C H

REJUVENATING EXPERIENCE THAT CAPTURES THE ESSENCE OF A BEACH HOLIDAY

Each of these breathtaking alocations is behind the inspiration of Pure Beach: a revitalizing hotel guest amenity line infused with aroma essences of Coconut, Passionfruit, Pink Grapefruit,
Orange Blossom and Cyclamen.

F R A G R A N C E

P R O F I L E

HAWAIIAN SURF
FLORAL, CRISP, CITRUS AND FRUITY

TOP NOTES

Coconut
Passionfruit
Pink Grapefruit
Blackcurrant Berries

MIDDLE NOTES

Cyclamen
Orange Blossom
Heliotrope
Sunbaked Sand

BASE NOTES

Blonde Woods
Amber
Crystal Musk
Vanilla

P U R E B E A C H

I WANT TO TRULY ESCAPE

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P U R E B E A C H

REJUVENATING EXPERIENCE

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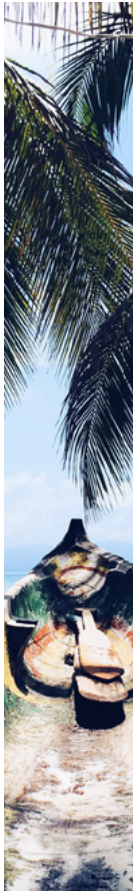
P U R E B E A C H

DESIGNED IN AUSTRALIA, ALL OUR SOAPS AND LIQUIDS CONTAIN PREMIUM INGREDIENTS TO ENSURE THAT WE PROVIDE YOUR GUESTS WITH A PRODUCT THAT IS SECOND TO NONE.



Our skin-loving liquids are free from all parabens, CDEA and phthalates.

Our soaps are Triple-Milled, Vegan Friendly and made from 100% vegetable soap noodle, free from all animal derived ingredients.

All our products are cruelty free and always will be; we stand proudly with you against animal testing.

Our plastics are designed to break down in landfill and reduce environmental impact thanks to our organic-based ERP™ additive.

We support carbon offset programs around the world that have substantial effects on family and lifestyle. We are proud to be offering the programs in partnership with our amenity brands – allowing for our hotel partners to be part of a carbon neutral solution and partnership in community projects around the world.

PURE BEACH

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