



ALCHEMY ZEST[®]

EMBRACE NATURE'S ZEST FOR LIFE

BRAND STORY

Born from the union of ancient transformation and modern vitality, **Alchemy Zest** reimagines the hotel amenity experience. We believe that every journey begins with a moment of self-ritual, where the everyday becomes extraordinary.

Drawing inspiration from the age-old art of alchemy, we fuse nature, science, and spirit into a collection of guestroom essentials that transcend the routine.

Our monochrome design is intentionally minimalist – modern, bold, and mystically refined – inviting guests to pause and reconnect. Alchemy Zest is about **elevating the ordinary into the extraordinary**, transforming the guest experience with each touch, each breath, each use.



FRAGRANCE

Sweet Orange brings the sunshine – freshly squeezed citrus, a splash of joy, and an instant uplift. It's juicy and radiant, evoking the start of something new.

Eucalyptus counters with a cool, calming forest breeze. Earthy and minty, it offers clarity, serenity, and a natural connection to stillness.

Together, they create a scent that is energising yet relaxing. Perfectly balanced for morning awakenings or evening wind-downs, this is a fragrance that transforms time into a moment of ritual – **refreshing the body, clearing the mind, and lifting the spirit.**



FORMULATION

Our formulas are **100% vegan, paraben-free**, and housed in **35% post-consumer recycled (PCR)** bottles. Our commitment to sustainability is matched only by our dedication to quality. From the first lather to the final rinse, our products work in harmony with your skin and the planet.

Presented in **monochrome black-and-white packaging**, the aesthetic is clean, bold, and subtly mystical—a nod to the alchemic roots of transformation. Designed to complement the elevated interiors of hotels around the world, Alchemy Zest is an amenity line created not just to cleanse and hydrate, but to **enchant the everyday**.



HOTELIER COLLECTION



POST-CONSUMER RESIN

