



BRAND STORY

Citric is not just a brand; it's a celebration of life, vitality, and **the zest that fuels every new day**. Designed for the modern-day guest who appreciates the joy of travel, Citric embodies a fresh burst of energy, awakening the senses and infusing every moment with a sense of possibility.

Developed for hotels that value experience as much as aesthetics, Citric brings a thoughtful, refreshing touch to the room. Modern and consciously crafted, it's everything your guests need.



FRAGRANCE

Citric's fragrance captures the essence of a crisp, invigorating morning. Bright, zesty **citrus** notes bring an immediate burst of freshness, while hints of cool **mint** and juicy **apple** add an effortless, invigorating touch.

Soft florals like **jasmine** and **peach blossom** add a light, airy feel, balancing the freshness with a gentle, natural sweetness.

Subtle undertones of **soft musk** and **blonde woods** provide a warm, grounded finish – creating a fragrance that's clean, uplifting, and beautifully balanced.



FORMULATION

Citric products are **100% vegan**, **paraben-free**, and formulated with care for both skin and the environment. Every product is housed in bottles made from **35% post-consumer recycled (PCR) plastic**, reflecting our commitment to sustainability.

The body lotion, enriched with coconut oil, provides deep moisturisation and hydration, leaving skin feeling soft and nourished. Our carefully selected ingredients work together to cleanse, hydrate, and refresh, making every Citric product both a joyous and responsible part of your routine.



HOTELIER COLLECTION

