

## Ecolabelled and natural amenity products

Novotel's (N) line



### Presentation

#### *Greater demand from customers for more natural amenity products that are kinder to the environment*

Several million amenity products are supplied each year to Novotel hotel rooms. Amenity products are now an integral part of the Novotel service and a key factor in guest comfort. However, they account for a significant proportion of the waste generated in hotel rooms (between 5% and 10%). For its new amenity product line, Novotel has therefore adopted an eco-design approach with its suppliers.

The new line, soon to be launched worldwide, also satisfies the growing demand for organic cosmetics, encouraging the use of natural ingredients in beauty products.

### Implementation & Results

#### *Ecocert and European Ecolabel certified amenity kits*



##### **European Ecolabel**

The European Ecolabel for Soaps and Shampoos is the official EU mark that sets out the environmental criteria for soaps, shampoos and conditioners. This label certifies that a product:

- will biodegrade quickly and easily
- contains quality ingredients of known provenance
- is non-toxic and kinder to the environment
- generates minimum packaging waste
- meets high standards in terms of additives
- has not been tested on animals
- was not made using GMOs



*This label applies to shower and bath products such as shower gel, shampoo & conditioner, soap and scrubs.*



##### **Ecocert**

Ecocert is a certification system for natural and organic cosmetics, requiring higher standards than conventional regulations. Ecocert seeks to protect the environment throughout the production chain and to promote the use of natural ingredients in products. Ecocert certification appears on beauty treatments such as body lotions.



##### **Recycled and recyclable packaging**

Domino bottles are made using recycled and recyclable plastic (PET).

### Outlook

#### *To install dispensers to reduce waste*

The Group is currently looking at a prototype version of a refillable soap and shampoo dispenser.