



LATHER to Introduce New Aromatherapy Collection

PASADENA, CALIF.—LATHER, creator of natural skin care products and hotel amenities, will this summer introduce the Aromatherapy Collection, a new amenity line designed to appeal to today's luxury hotel market. Inspired by the company's best-selling retail products, each item will feature a unique aromatherapy blend.

Formulations will draw on natural oils, extracts, and conditioning agents, and use food-grade, naturally-derived glycerin. Products will also be vegan, and contain no animal by-products, parabens, phthalates, mineral oil, urea, or petrol-derived ingredients.

Each matte white tube and carton will be accented with one of LATHER's signature colors, making items easy to identify at-a-glance and reflecting the company's modern, unisex look. Soaps will be packaged in recyclable cartons printed with soy-based ink, while 1 ounce and 2 ounce tubes include an organic additive called EcoPure, rendering the tubes and caps both biodegradable in a landfill as well as recyclable. LATHER's use of EcoPure recently earned the company a Star of the Industry Award for "Technology Innovator of the Year" from the California branch of the American Hotel & Lodging Association.

Six Products to Choose From

The Aromatherapy Collection will include six products for the hair, face, and body:

- **Mint Thyme Hair Wash**—This shampoo gently cleanses and leaves hair soft and silky. Mint and thyme oils stimulate the scalp, while chamomile extract calms and soothes.
- **Yuzu Bergamot Crème Rinse**—A lightweight conditioner that increases shine and manageability. Yuzu and bergamot oils uplift, while panthenol and wheat protein increase hair's strength and vitality.
- **Bamboo Lemongrass Body Wash**—This refreshing body wash rejuvenates skin with bamboo extract and leaves a hint of fresh, natural lemongrass.
- **Lavender Lime Moisturizer**—Natural lavender gets a citrus twist in this soft, weightless crème that moisturizes skin.
- **Gentle Face Soap**—This mild and moisturizing face soap is fragrance-free with soothing emollients and non-drying cleansers.
- **Exfoliating Body Soap**—This creamy, luxurious body bar uses oatmeal and bamboo extract to gently exfoliate dead skin cells, and shea butter to soften and moisturize.