

Groupe GM and Algotharm join forces to launch hospitality products based on marine ingredients for the hotel sector

Paris, 7th April 2011 – Groupe GM is launching a new line of hospitality products for the hotel sector, created in association with Algotharm, a pioneering brand in the field of marine cosmetics. Available from March 2011, this line, developed under exclusive license, will enable Groupe GM to complement its range of Spa products with a range of products based on active marine ingredients. This collaboration will allow Algotharm, for its part, to develop its activities in hotel spas throughout the world.

'Body care products containing active marine ingredients are increasingly sought after by consumers. According to a study by Minitel, the use of algae extracts for skin care has doubled since 2004. We wished to bring this latest trend in cosmetics to the hotel sector by joining forces with Algotharm, the benchmark brand for marine cosmetics,' explained Laurent Marchand, President of Groupe GM.

A world-renowned specialist, Algotharm boasts nearly 50 years of scientific research in marine formulations and has acquired a unique expertise in natural marine cosmetics, thalassotherapy and spas. Keenly attentive to the quality of its products, it was the first marine cosmetics brand to formulate products which did not contain parabens or phenoxyethanol.

An image of marine algae features on all the products of this new hospitality line, highlighting the uniqueness of the brand and its ethical values. Algotharm is committed to respecting rigorous procedures for harvesting and production, refusing in particular to use species which are threatened or close to extinction. In addition, at its factory in Landernau, the brand respects the seasons during the harvesting of algae in order not to disturb their reproductive cycles.

'The experience and international presence of Groupe GM make them an obvious partner for reaching out to clients in the hotel sector,' added Anne-Sophie Batteur, President of Algotharm. *'Algotharm has a policy of constant innovation in serving beauty salons, spas and thalassotherapy centres the world over. With the launch of this line, we wanted to showcase our unique expertise, inspired by the riches of the oceans, to a new clientele and to enable hoteliers to offer a continuity and interaction between the products on offer in their rooms and their hotel spas, for those hotels with a spa.'*

Algotharm also distinguished itself at the AsiaSpa Awards 2009 by winning the prize for best spa brand, reflecting its strong presence in Asia-Pacific countries.

Characteristics of the Algotharm line of hospitality products

- The formulations are enriched with active marine ingredients (extracts of the algae *Chondrus Crispus*) and contain no parabens and no phenoxyethanol.
- Consists of a shower gel, a shampoo, a hair & body gel, a conditioner and a body cream in a 32ml tube, as well as a 25g bar of soft soap, a 45g exfoliating soap enriched with algae, a liquid soap and a hair & body gel in a 300ml Ecopump dispenser bottle and a reviving source mask in a 15ml tube.
- Comes with a presentation set made of maize-based biodegradable materials.
- Matching Algotharm accessories: manicure set, dental set, shaving set, paper tissues, sewing kit, shoe mitt, comb, shower cap and vanity set, all in recycled cardboard boxes.

About Groupe GM

Leading international player in the amenities industry for 30 years, Groupe GM designs, produces and distributes cosmetics and accessories for the hospitality industry in over 45 countries across every continent. Drawing on an international network of dedicated agents, Groupe GM distributes a unique portfolio of 30 cosmetic brands.

In addition to its own brands, Groupe GM signs exclusive worldwide licensing agreements with recognised international brands, including luxury cosmetic brands and Spa brands. Groupe GM offers flexible, global solutions, enabling hoteliers to stand out from the crowd with their hospitality products.

<http://www.groupegm.com/>

About Algotharm

With an experience of almost 50 years, Algotharm, a French marine cosmetics brand, benefits from a unique knowledge of algaotherapy designed for beauty professionals (spas, thalassotherapy and institutes). Algotharm uses this expertise to develop exceptional ranges through an innovative selection of active ingredients and a production which is subject to rigorous requirements. Furthermore, the brand is part of 'Groupe Bateau', a leader in pharmacy, allowing Algotharm to benefit from strong innovations in terms of manufacturing.

The company is now present in France and internationally in more than 40 countries, in prestigious venues. Among the top ones are Algotharm's 18 exclusive centres worldwide.

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