



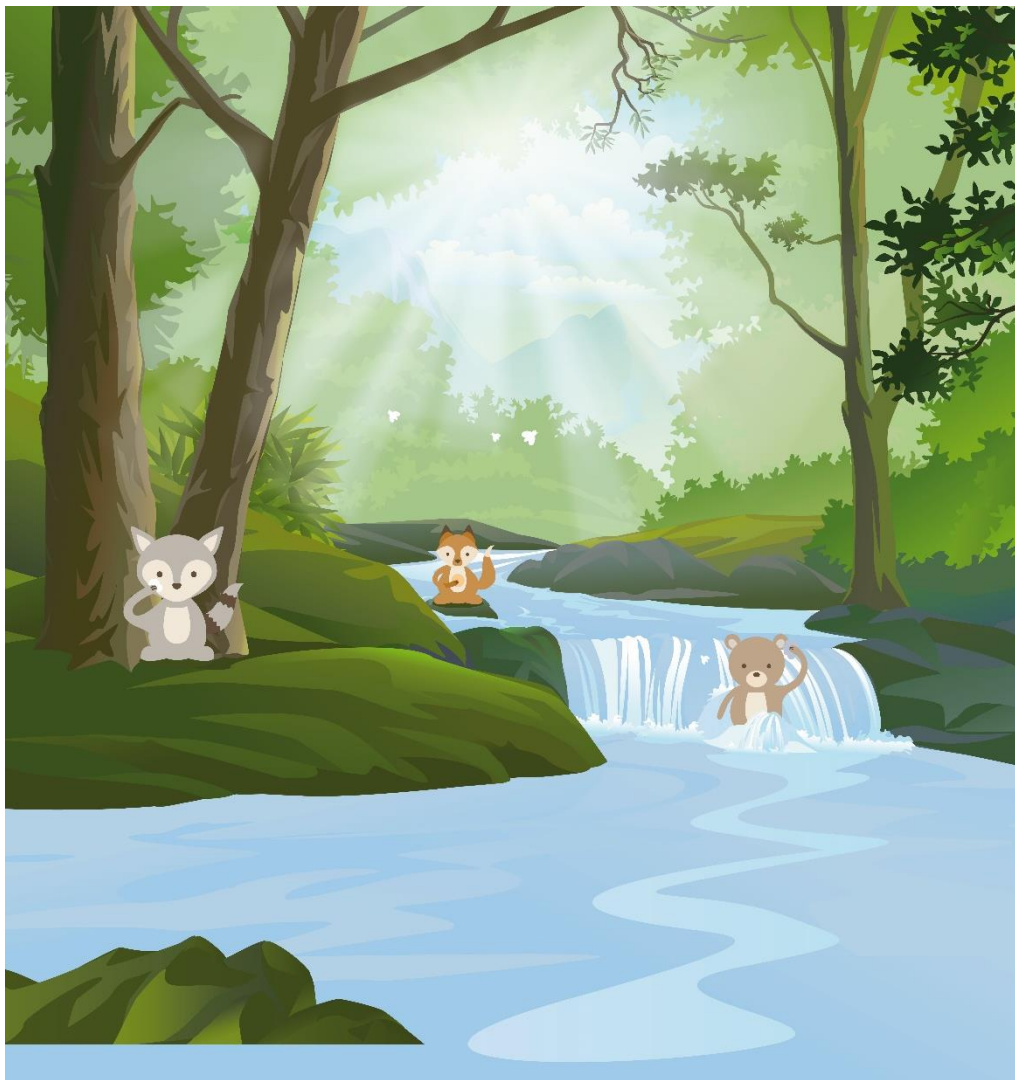
my forest FRIENDS – brand presentation

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# CAPTIVATING, PURE, FUN HOTEL AMENITIES FOR YOUR LITTLE HOTEL GUESTS

**ADA**  
INTERNATIONAL





## BATHING FUN IN THE FOREST

Discover a fairytale-like way of bathing with our child-friendly guest collection range.

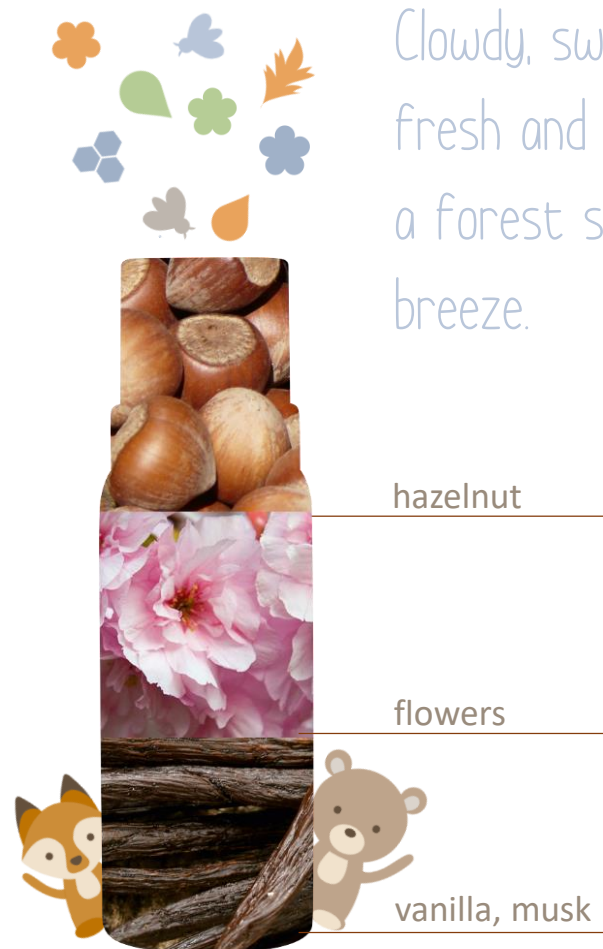
Created to encourage love for nature and the joy of bathing, **my forest FRIENDS** features a story inspired by baby forest animals playing at the river on a sunny summer day.

With a sweet fragrance, gentle foaming products and a captivating story, this line will pamper your small guests with an unforgettable bathing experience while appealing to their parents alike.



## FRAGRANCE INSPIRED BY A FOREST SUMMER BREEZE

This gourmand, child-friendly fragrance features a warm touch of forest notes, uplifted by a floral heart. The musky base note is surrounded by the beauty of vanilla providing a long-lasting experience of comfort and a feeling of a well-being.





## FORMULAS ENRICHED WITH HONEY EXTRACT

- Hair & Body Wash
- Body Lotion

Honey extract has a jarful of health benefits for hair and skin, and, therefore, is a highlight ingredient in **my forest FRIENDS** formulas.

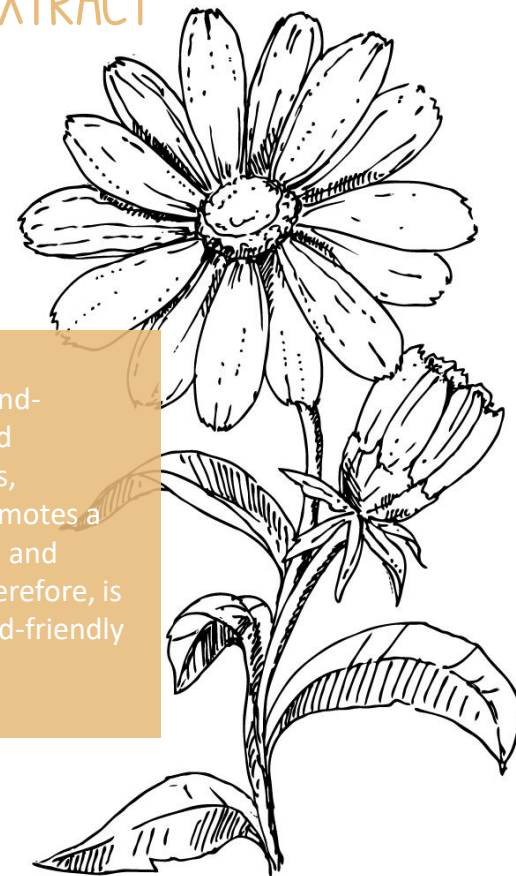
Known for its natural moisturising and healing properties, it is a perfect treat for children's skin: it helps skin feel soft, subtle and hydrated.



## FORMULAS ENRICHED WITH CALENDULA EXTRACT

- Hair & Body Wash
- Body Lotion
- Cream Soap

Believed to have wound-healing, antiseptic and antioxidant properties, Calendula extract promotes a feeling of moisturised and hydrated skin and, therefore, is a must-have for a child-friendly formula.





## HAIR & BODY WASH

It is so silky-soft that Barry the Bear fell in love with bathing.

Light-textured Hair & Body Wash features a mild formula that helps children's skin feel subtle and moisturised.

Here are the top features that will make your hotel guests and their parents love this Hair & Body Wash as well as Barry the Bear does:

- Dermatologically-tested for sensitive skin
- Mild formula with lightweight texture
- Features Calendula & Honey Extracts
- Features bitters for extra-safety
- Subtle sweet yet fresh fragrance
- Packaging:
  - 30ml bottle: made of 100% PCR PE
  - 150ml tube: with safety sealing

## BODY LOTION

It is so featherweight that Rob the Racoon can't stop moisturising his fluffy fur.

Subtle Body Lotion features soft formula, that helps children's skin feel refreshed and soothed.

Here are the top features that will make your hotel guests and their parents love this Body Lotion as well as Rob the Racoon does:

- Dermatologically-tested for sensitive skin
- Soft formula with featherweight texture
- Features Calendula & Honey Extracts
- Subtle sweet yet fresh fragrance
- Packaging:
  - 30ml bottle: made of 100% PCR PE
  - 150ml tube: with safety sealing





## Cream Soap

It is so cute and pleasant to the skin that Felix the Fox spends hours bathing in the river.

The Cream Soap features a mild formula, that helps children's skin feel well-cleansed and soft.

Here are the top features that will make your hotel guests and their parents love this Cream Soap as well as Felix the Fox does:

- Dermatologically-tested for sensitive skin
- Soft formula with natural colorants
- Features Calendula Extract
- With bitters for extra safety
- Subtle sweet yet fresh fragrance
- Cute design featuring Felix the Fox face
- Packaging:
  - Cardbord out of 100% recycled cardboard



## My Forest Care Set

Bopsy the Bunny knew her best friends, Rob the Racoon, Felix the Fox and Barry the Bear, enjoyed so much bathing, that she collected their favourite body care products in a small pouch and called it „My Forest Care Set“. What a wonder can friendship do!



My Forest Care Set features:

- 30ml Hair & Body Wash
- 30ml Body Lotion
- 15g Cream Soap

Here are the top features that will make your hotel guests and their parents love this My Forest Care Set:

- Pouch features canvas material with a natural look.
- Eco-friendly: after the set is used, the pouch can be upcycled (re-used for other purposes: as toiletry cosmetic bag, as a school or kindergarten stationary pouch, or whatever fantasy of the little one suggests).

## My Forest Adventure Set

Our baby animals have so much fun with My Forest Adventure Set. Bupsy the Bunny, for example, enjoys coloring the masks, while her friends try to bring all the balls in one place with the maze game.

My Forest Adventure Set features:

- 1) 1 x maze game
- 2) 1 set of 3 masks to paint
- 3) 1 set of 6 color pencils

Packaging: cardboard pillow box that can be painted from the inside

Here are the top features that will make your hotel guests and their parents love this My Forest Adventure Set:

- With CE label.
- This set is perfect to occupy the little ones so that their parents can enjoy their time, too. In the end, everybody is happy.



1 maze game



2 Set of 3 masks



3 Set of 6 pencils



## My Forest Bath Fun Set

As an essential bathing must-have: a soft wash glove in the form of Barry the Bear makes it so easy to create plenty of foam to well cleanse the fur. The cute backpack can be used for collecting the berries or mushrooms, or for hiding favourite forest treats.

My Forest Bath Fun Set features:

- 1) 1 x Wash Glove
- 2) 1 x 30ml Hand & Body Wash
- 3) 1 x 30ml Body Lotion
- 4) 1 x 15g Cream Soap

Packaging: tote backpack

Here are the top features that will make your hotel guests and their parents love this My Forest Bath Fun Set:

- A soft frottee Wash Glove (*sold separately or as a part of the set*). With CE label.
- A tote backpack, that can be reused for multiple purposes. With CE label.



1 Wash Glove



2 Hair & Body Wash  
3 Body Lotion



4 Cream Soap



## Felix the Fox Bath Towel

While Rob the Racoon and Barry the Bear dry their fluffy fur in the sun, Felix the Fox has always his personal bath towel, that Bupsy the Bunny made specially for his birthday. The towel is so soft and warm, that Felix the Fox wears it all day long.

Here are the top features that will make your hotel guests and their parents love this Bath Towel:

- A soft frottee material allows the towel to dry the children's skin in an instant.
- A hood in the form of the Felix the Fox provides extra fun for the little one and evokes plenty of giggles.
- With CE label that guarantees safety and hygiene.







## Felix the Fox Cuddle Toy

After bathing Felix the Fox loves to take a nap and he can't go to sleep without his cuddle toy that looks exactly like him. When Felix the Fox can't fall asleep, his cuddle toy whispers a night spell and our fluffy friend falls into his deepest and sweetest fox-dream in an instant.

Here are the top features that will make your hotel guests and their parents love this Cuddle Toy:

- A soft plush material that is pleasant to cuddle.
- A fluffy take-away: a small one can take it home and have only warm memories of his/her hotel stay.
- With CE label that guarantees safety and hygiene.



The entire my forest FRIENDS assortment is +3 years old children-friendly



30ml bottles: 100% PCR PE

- Hair & Body Wash
- Body Lotion



## My Forest Care Set

- 30ml Hair & Body Wash
- 30ml Body Lotion
- 15g Cream Soap



150ml tubes: with  
safety sealing

- Hair & Body Wash
- Body Lotion



## My Forest Adventure Set

- 1x maze game
- 1 set x 3 masks to paint
- 1 set x 6 color pencils
- Packaging: cardboard pillow box that can be painted from inside



15g Cream Soap: in  
100% recycled  
cardboard



## My Forest Bath Fun Set

- 1 x Wash Glove
- 1 x 30ml Hand & Body Wash
- 1 x 30ml Body Lotion
- 1 x 15g Cream Soap
- Packaging: tote backpack



Felix the Fox  
Bath Towel



Felix the Fox  
Cuddle Toy



## MADE WITH CARE. PURE FORMULA.

- Dermatologically-tested for sensitive skin
- Enriched with **Calendula Extract**: Hair & Body Wash, Body Lotion, Cream Soap
- Enriched with **Honey Extract**: Hair & Body Wash, Body Lotion
- Bitters for extra safety: Hair & Body Wash, Cream Soap
- Child-friendly fragrance: subtle sweet yet fresh notes



## DESIGNED WITH LOVE. ECO-PACKAGING.

- 30ml bottles in **100% recycled PCR PE**
- Soap: cardboard made of **100% recycled material**



## CREATED WITH JOY. CAPTIVATING STORY.

- Forest baby animals inspired
- Modern and universal design
- Appealing both to adults and children.



Thank you BEARY much

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