



ENRICH THE CUSTOMER EXPERIENCE,
WITH RITUALS HOTEL COSMETICS



...

*“Wherever you are, experience a warm
and inviting atmosphere with
the Rituals luxury hotel collection.”*



A WARM AND WELCOMING STAY

As a unique and high-quality cosmetics brand, Rituals is the perfect partner to help offer your guests a more meaningful stay. With the entire Rituals collection at your disposal, to elevate every step of their stay, your guests will immediately feel welcome and at home.

Whether people travel for business or leisure, we believe that every new day presents an opportunity to create more meaningful moments. By helping you widen your luxury service with a touch of everyday indulgence, Rituals helps your guests to slow down, find a moment of peace and most importantly, a place of extraordinary comfort.

Our exclusive and luxury range of hotel amenities really does make a world of difference for your guests' entire customer journey... Rituals can make them feel at home anywhere in the world, from the lobby to their room, with signature fragrances created by the world's best perfumers.

Discover our innovative collection of luxurious home & body care products, especially designed to impress and surprise your guests. We can help you turn everyday routines into more meaningful rituals and enrich their time with you. From arrival to departure.

Raymond Cloosterman
Founder of Rituals Cosmetics

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THE RITUALS CUSTOMER JOURNEY FOR HOTELS

Upon arrival in the hotel, a guest is immediately greeted with a friendly smile, a cup of Rituals tea and the fresh and luxurious fragrances of beautiful Rituals candles and fragrance sticks. It's becoming a true home away from home already.

To recover from the tiring journey, the guest steps into the bathroom to recharge themselves and freshen up. Their eyes fall on the Rituals hand wash beside the sink and the beautiful products lined up in the shower. As they move through the bathroom their fingers caress the large, soft and thick Rituals towels.

In the hotel spa, the guest finds other Rituals products to help them relax and unwind. From Rituals tea to luxurious soap dispensers in the bathrooms, to refreshing fragrances and soothing candle light. The peaceful scene is set.

When it's time to check out, the guest notices the gorgeous gift sets and retail items, realising they're the perfect way for them to take the hotel experience home.



HOTEL



ARRIVAL



ROOM



WELLNESS



DEPARTURE



Boutique Line Karma | 30 ml



Luxury Line Karma | 47 ml

BOUTIQUE LINE / LUXURY LINE

The Ritual of Karma

Inspired by ancient Hindu belief, The Ritual of Karma was designed to help you radiate positivity by living with good intent. Speak well of others, think positive thoughts, do good deeds and this will return to you. Enriched with organic white tea and holy lotus.

There are 5 products available in the The Ritual of Karma Hotel collection: shampoo, conditioner, bath & shower gel, body lotion and a 25 g or 40 g soap bar.

For summer positive vibes, add The Ritual of Karma collection to your interior decoration and hotel amenities.



Luxury Experience | 47 ml



Discovery Collection | 30 ml

DISCOVERY COLLECTION / LUXURY EXPERIENCE

Let your guests experience a variety of fragrances and their energising or refreshing effects, all with their own unique stories.

THE RITUAL OF KARMA

- shampoo, with caring holy lotus and white tea

THE RITUAL OF HAMMAM

- conditioner, with refreshing argan oil and eucalyptus

THE RITUAL OF HAPPY BUDDHA

- shower gel, with energising sweet orange and cedar wood

THE RITUAL OF AYURVEDA

- body lotion, with balancing Indian rose and Himalaya honey

THE RITUAL OF SAKURA

- soap bar, with renewing cherry blossom and rice milk









DISPENSER COLLECTION

The Ritual of Karma

Heighten your guest's stay, from start to finish, with our exclusive range of hand soaps, lotions, shampoos and shower gels in 300 ml quantities.

These products can be combined with the wall-mounted bottle holder, available in a single, double and triple variant. The dispensers also have a 1 L refill.

The 300 ml dispensers of shampoo, conditioner, shower gel, hand wash and hand & body lotion are available in two distinct and luxurious fragrances: The Ritual of Karma and The Ritual of Happy Buddha. Surround your guest with positive summer vibes with The Ritual of Karma, containing holy lotus and white tea. Enriched with aloe vera, this collection helps them achieve wellness for mind, body and soul.





DISPENSER COLLECTION

The Ritual of Happy Buddha

The Ritual of Happy Buddha collection was created to boost body and soul with a burst of positivity. Infused with sweet orange and cedar wood, this collection will put a radiant smile on your guest's face.

In China, the colour orange symbolises gold, and offering someone an orange is equivalent to wishing them happiness and prosperity. The pure, aromatic essential oil of cedar has a stimulating and woody fragrance. Cedarwood is also known for its skin-soothing qualities.





THE
HOTEL





Fragrance Solutions

A beautiful scent can inspire and conjure wonderful memories. Choose from a great selection of fragrance sticks, scented candles, home perfumes and pillow sprays for rooms and public areas to make your guests' hotel experience extra luxurious and special.

Happiness lies in the smallest of things, surprise your guests with the little things, the attention to detail, from fragranced wardrobe sachets to premium products.

In addition to these items, we have also developed an innovative fragrance system for larger areas, such as the hotel lobby, called the l'Atelier du Parfum. This technologically advanced system employs an online portal that allows you to control both the activation times and intensity of fragrances.





TEA CEREMONY

In the hospitality industry, one has to be very attentive to the little things that make your hotel exceptional. Serving exquisite tea is a small touch of luxury that will certainly surprise and delight your guests. Elevate your guests' visit with a cup of complimentary Rituals tea at the reception during check-in and add our selection of teas and accessories to each room and your spa centre.

The sensation of the warm cup in their hands, the smell of the fragrant tea, the entire experience can help your guest to slow down and relax. With a rested mind, body and spirit, their journey with you is sure to remain in their hearts.

We offer a high-quality range of 100% natural black, green and herbal teas suitable for every moment of the day. Our tea range has an additional selection of stylish tea accessories.





ADDITIONAL MINI PRODUCTS FOR VIPS

Add a personalised and unique touch to the hotel room with a special gift. The custom complimentary gift set will ensure your VIP guests feel welcomed and appreciated during their stay. Our extensive assortment of luxury VIP minis changes continually and offers products to match any season and holiday event. Allowing you to provide the best service for your most valued guests.





WELLNESS EXPERIENCE

Offer your guests a bespoke, hotel-class spa experience, further enriched with our Rituals Collections. Send them off into another world, a world of relaxation, serenity, delightful fragrances, calming candlelight and delicious teas.

With our Pure Cotton collection of unique bathroom essentials, your guests will feel even more comfortable.





RETAIL SALES

Let your guests take home their hotel experience. Give them an extra service by presenting a limited assortment of products for sale at the reception. Our memories are closely linked with our sense of smell and offering your guests the chance to shop the fragrance and flavours of their stay will allow them to remember their trip for a long time to come.*

*For hotel clients only. Not for retailing outside the hotel.



RITUALS CARES

As we are truly committed to finding new ways to reduce our impact on the planet, we decided to ban all parabens from our products a long time ago and we conduct zero animal studies. Today, we also source from sustainably managed forests, use Europe-based factories for production, adhere to Ecopure regulations, use sustainable palm oil and hold all our suppliers accountable according to our Rituals Code of Conduct.

We've also been a proud supporter of the Tiny Miracles Foundation in India since 2015. 10% of the Tiny Rituals turnover goes to the foundation to pay for doctors, teachers, schools, training & education in the slums of Mumbai, India. Our goal is to help the communities become self-sustainable within 8 years.

Finally, in order to avoid unnecessary waste, we focus on three pillars: Reduce, Re-use and Recycle. Offering eco-friendly refills for many of products, 1L refills for our hotel dispensers, recycled PET packaging for our hotel amenities, and using reusable boxes for our gift sets, our goal is to use 100% recyclable packaging by 2023.



OUR PHILOSOPHY

Happiness can be found
in the smallest of things.

It is our passion to turn everyday
routines into more meaningful moments.

We care about you as much as
we care about our planet.



CLEAN & SAFE



CRUELTY FREE



GIVING BACK