

## **Groupe GM launches new amenity line with Alpeor, specialists in “Beauty Care Made in Switzerland”**

**Paris, 24<sup>th</sup> March 2015** – Groupe GM, international player in the hotel amenity industry, and Alpeor, creator of high-tech beauty treatments inspired by nature, have announced the launch of their new line of hotel products "Alpeor Hotel Line".

This hospitality line is based on Alpeor's existing cosmetic range, which promotes “Beauty Care Made in Switzerland”. Since the early 1950s, Alpeor has forged a unique reputation in the field of anti-aging thanks to its high-tech formulas incorporating exclusive botanical complexes extracted from alpine plants in the Flore-Alpe Champex botanical garden in the Swiss Valais region.



Using the plant material known as "Or des Alpes" (Alpine Gold), from plants such as Edelweiss and Epilobe, which are ultra-resistant to extreme climates, scientists from Alpeor have developed a unique technology (BPC or Bio-Phyto-Complex Technology) that extracts the active properties of these rare plants and makes them work in synergy to increase their effectiveness.

"Groupe GM is the perfect partner to bring Alpeor to the international hotel market," commented

Alexandre Flueckiger, founder of Alpeor. "This line is a natural fit in premises of exception and character – hotels that set themselves apart through refined details."

The Alpeor amenity line offered by Groupe GM is composed of shower gel, shampoo, conditioner and body lotion, which each come in 40ml transparent bottles with chrome lids. The line also includes a 30g soap scented, like the rest of the range, with Blue Gentiana, as well as a series of assorted hospitality accessories.

"Groupe GM is constantly seeking innovative solutions to meet the needs of hotel guests with increasingly high standards," adds Laurent Marchand, President of Groupe GM. "The partnership with Alpeor allows us to meet a growing demand for products with plant ingredients, in line with our strong commitment to the environment."

**ENDS**

### **About Alpeor:**

Advocating “Beauty Care Made in Switzerland”, Alpeor is a botanical skincare brand created in the 1950s at the heart of the Swiss Alps. As a result of years of tireless in-depth research, the Alpeor brand has developed an exclusive technology: its aim is to extract the exceptional and unique properties of Swiss Alpine plants and to combine them in highly efficient formulae. Through Phytotechnology, Alpeor offers a range of products that meld tradition with modern scientific excellence, capturing the remarkable

capability of Swiss Alpine plants to rejuvenate skin. The name Alpeor stands for OR DES ALPES, “Gold from the Alps”. [www.alpeor.com](http://www.alpeor.com)

**About Groupe GM:**

Leading international player in the guest amenity industry for 40 years, Groupe GM designs, produces and distributes cosmetics and accessories for the hospitality industry in over 70 countries across every continent. Drawing on an international network of dedicated agents, Groupe GM distributes a unique portfolio of over 30 brands. In addition to its own brands, Groupe GM signs exclusive worldwide licensing agreements with recognised international brands, including cosmetic, fashion, design and spa brands. Groupe GM offers flexible, global solutions, enabling hoteliers to stand out with their hospitality products. [www.groupegm.com](http://www.groupegm.com)

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