

## Groupe GM and Nuxe Collaborate Again On Exclusive New Collection

Paris, November 16<sup>th</sup> 2015 - Leading amenities player Groupe GM and award-winning longtime collaborator Nuxe, will launch a brand new amenity collection, as well as the chic rebrand of a Nuxe classic.

Inspired by Nuxe's luxurious SPA line, the new *Prestige Collection* has been developed with 'the art of unwinding and being pampered' in mind. Available from November 2015, this line has been designed to complement the most prestigious of hotels.



The new *Reve de Miel*® Prestige Collection

This new collaboration will include a variety of sumptuous new products which reflect Nuxe's and Groupe GM's commitment to nature, and will be available in tubes, soaps and ecopumps.

President of Groupe GM Laurent Marchand commented: "We are delighted to have had the opportunity to work so closely with Nuxe again, and are extremely proud of this collection. Nuxe's philosophy of 'Beauty by Nature' reflects our own values very deeply, and we were happy to work with them on this innovative new line."

Furthermore, to complement this new collection, and to match their new retail branding, Groupe GM have worked closely with Nuxe to redevelop their classic *Reve de Miel*® amenities range.

The tastefully designed new packaging of Nuxe's ultra-nourishing selection of *Reve de Miel*® products will also be available from November 2015.



The new design of Nuxe's classic *Reve de Miel*® line

## ENDS

### About Nuxe

Since its creation, the NUXE Laboratory has focused on developing high quality skincare products based on a pharmaceutical approach adapted for the cosmetics industry. This international award-winning French brand has a presence in over 65 countries, and its best-selling ranges, which include *Reve de Miel*®, and its flagship cult skincare product *Huile Prodigieuse*, are renowned for being both gentle and luxurious. <http://www.nuxe.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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