

The Mediterranean in a bottle and a soap

A love story with the Mediterranean

The sun and the garrigue, the bastide villages surrounded by lavender fields stretching as far as the eye can see, the strident chirping of the cicadas... It is because he fell under the spell of the Mediterranean region and the fruits of its land, especially its olives, that Laurent Marchand, president of Groupe GM, market leader in hotel amenity products, was motivated to create the *Damana Earth & Sun* line in 2003.



His source of inspiration? Claude Berri's film *Manon des Sources*, adapted from the Marcel Pagnol's novel set in Provence, which tells a story of revenge and the struggle for the land and spring water needed to grow carnations.

Marked by the natural and wild beauty of Emmanuelle Béart, who plays Manon, and inspired by the many virtues of the fruit of olive groves, Laurent Marchand first imagined a recipe for Gentle Soap with Nourishing Extracts of Olive Oil.



The expertise of a pioneer in amenity products

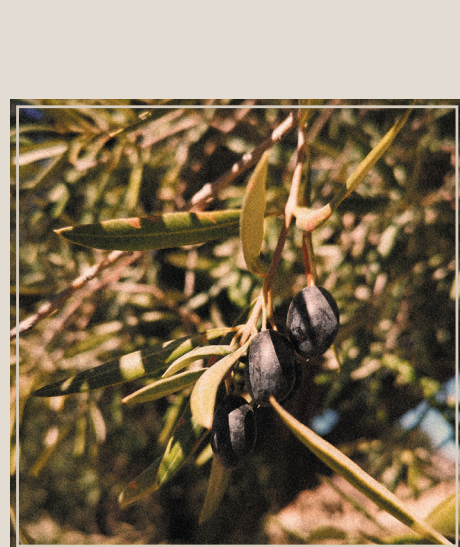
Since 1972, Groupe GM has been designing care product ranges customised for hotels and under licence with the most prestigious cosmetic brands.

With this experience and a comprehensive understanding of production, Groupe GM launched its first line of products composed of natural origin and 100% authentic ingredients. The Gentle Soap with Nourishing Extracts of Olive Oil benefits from both the traditional recipe of the famous Marseille soap and the ancestral know-how of its factory based in Portugal, a country renowned for its expertise in the art of saponification.



Respecting and reproducing the generosity of nature

Respect for the environment and the use of natural origin ingredients have always been part of the company's DNA. Nature is so rich in benefits that it inspires the creation of every product in the *Damana Earth & Sun* line, which uses extracts of herbs with medicinal virtues.



Olive oil (*Olea europaea*)

A symbol of Mediterranean culture, olive oil has been used since ancient times in beauty rituals, and by Hippocrates, the father of medicine, for its therapeutic properties. Packed with essential fatty acids, antioxidant polyphenols and vitamins, it gives the Gentle Soap with Nourishing Extracts of Olive Oil (*Olea Europaea*) powerful moisturising and regenerating properties. The plant soap bar, available in 30, 50 and 80g sizes, exudes all the freshness and aromas of southern France.

Citrus fruits (*Citrus*)

Citrus fruits such as lemons and oranges grow in fertile soil warmed by the sun. As a result, these fruits are packed with vitamins and fruit acids. The Cleansing Gel with Invigorating Extracts of Citrus (*Citrus*) contains a veritable cocktail of energising active ingredients in its 40 ml bottle. From the moment it is opened its zesty fragrance promotes good humour and vitality, and its light texture stimulates the skin and awakens the body.

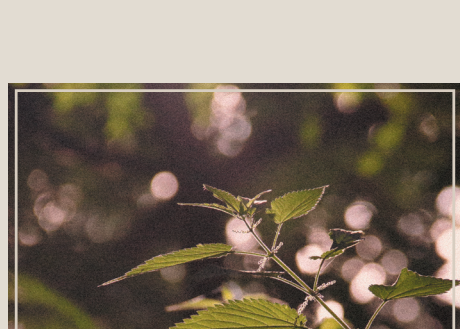


Sage (*Salvia officinalis*)

Sage, a shrub from the southern regions, flourishes on sun-drenched rocky hillsides. Its leaves have so many medicinal properties that its name comes from the Latin *salvare*, which means to save or to heal. Contained in this Body & Hair Gel with Stimulating Extracts of Sage (*Salvia officinalis*), it invigorates the skin and gives shine to the hair. Its perspiration and sebum-regulating properties coupled with the toning and refreshing benefits of lemon restore hair to glossy radiance.

Juniper (*Juniperus communis*)

A small shrub that grows in the mountains of central and southern Europe, juniper is used as a medicinal plant for its purifying and antiseptic properties. This Conditioning Shampoo with Balancing Extracts of Juniper (*Juniperus communis*) is composed of juniperine, a substance with balancing properties derived from its small berries. It gently cleanses hair while removing excess oil and purifying the scalp.

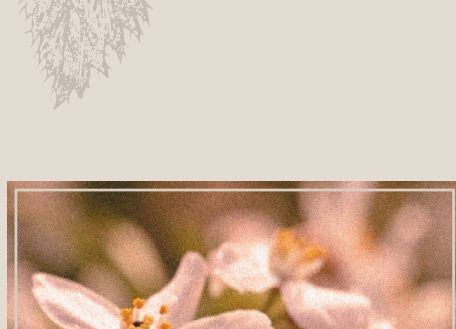


White nettle (*Lamium album*)

White nettle, also known as white dead-nettle, grows freely in hedgerows and on roadsides. This rebellious and lively nature reflects its toning properties. Used as a cream, it soothes itching. As an ingredient in shampoos, it acts as an oil regulator. This Conditioner with Fortifying Extracts of White Nettle (*Lamium album*) tones the scalp, gently detangles the hair and leaves a light, sweet fragrance.

Orange blossom (*Citrus dulcis flores*)

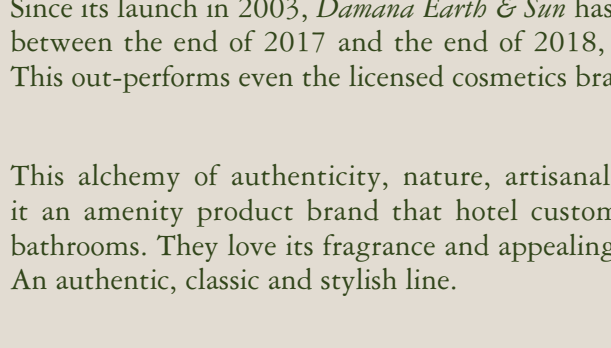
Grown in sunny climates, the orange tree is a fruit tree with flowers that exude a delicate fragrance. When distilled, the refined water obtained has soothing and calming properties. Contained in this Moisturising Hand & Body Lotion with Comforting Extracts of Orange Blossom (*Citrus dulcis flores*), it effectively soothes and softens all dry, sensitive and delicate skin types. Its delicate texture offers lasting softness and fragrance.



An amenity product popular with customers

Since its launch in 2003, *Damana Earth & Sun* has been a continuous success. Sales increased 10% between the end of 2017 and the end of 2018, growing from 9.9 million to 11 million units. This out-performs even the licensed cosmetics brands with their own stores.

This alchemy of authenticity, nature, artisanal know-how, effectiveness and comfort makes it an amenity product brand that hotel customers would like to find at home in their own bathrooms. They love its fragrance and appealing packaging in shades of olive green and brown. An authentic, classic and stylish line.



The proof is found in correspondence received by the company from customers who discovered products in the *Damana Earth & Sun* line during a hotel stay at a hotel and loved them so much that they would like to be able to buy them.

“ Good evening,
I discovered Damana's products recently... I'd love to buy the shower gel and body lotion... can you help me?
Best wishes
”

Corinne B.

“ I'd like to inquire where to purchase Damana products. I don't see them for sale on your website. I recently stayed at a hotel (not sure which one) but I definitely remember the Damana products!! Very nice.
Thanks in advance. ”

Andy C.

“ Hello,
I had the opportunity to try out your Damana Earth&Sun products during a hotel stay, and I loved them! Is it possible to buy them direct or are they only available to hotels? The conditioning shampoo with balancing extracts of juniper is awesome. Thank you in advance for your reply.
Best regards. ”

Mathilde B.

“ Is there a website I can purchase products for personal use ? ”

Tina M.