

DermaCare
SENSITIVE

Delicate care for sensitive skin



Sensitive



Certified



Family-friendly

- Insights: cosmetics for sensitive skin
- Inspiration
- The World of DermaCare Sensitive
- What is NEW
- Design statement in the bathroom
- Reasons that make DermaCare Sensitive a must-have
- ECARF seal of quality
- Fragrance
- Assortment
- FAQ
- About ADA International



Insights: cosmetics for sensitive skin



**The fewer the ingredients,
the better my skin reacts**

“My skin is hyper sensitive and I always look for “clean” cosmetics. The fewer the ingredients, the better my skin reacts.”

Consumer, Jennifer Crabbe



**Sensitive skin is a concern
for 52% of population**

“A European study found that 52% of people think they have sensitive skin.”
La Roche Posay

“The focus of this trend is the transparency with which the brands list their ingredients.”

School of Natural Skin Care



**Growing demand for
sensitive skin products**

“...Considering that skin reactivity is increased by pollution and stress, it creates a sizable demand for products designed to minimize skin sensitivity...”

GCI Magazine





Everyday sensitive care

Inspired to provide delicate care for sensitive skin of the entire family, ADA developed DermaCare Sensitive, a sensitive skin-friendly, hotel amenity line.

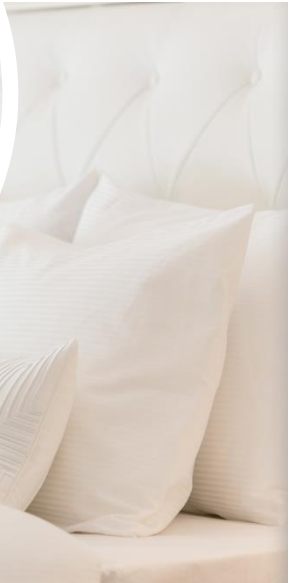
Its carefully selected ingredients, light scent and mild formula make it the perfect choice for people with sensitive or allergy prone skin, even for children above 3 years old. This subtle body care line gently cleanses sensitive skin, while the satin-soft body milk absorbs in an instant and makes it feel silky-smooth. Dermatologically tested and with the ECARF seal, DermaCare is designed for everyday use.

Provide your guests with the most gentle care by selecting our family-trusted DermaCare Sensitive line!



DermaCare
SENSITIVE

Discover the world



Delicate care for
sensitive skin



sensitive

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Upgrade your bathrooms with a modern design statement

With a more modern and universal design, our new DermaCare Sensitive collection features gentle colors in pastel notes with timeless flair.

An elegant label featuring a rounded edge highlights gentle care adds to a calming perception.





Certified Body Care

- ECARF-certified body care
- Dermatologically tested
- Friendly to sensitive and allergy-prone skin



Sensitive formula

- Developed for everyday care of sensitive skin
- High-quality ingredients
- Delicate fragrance
- Pleasant textures



Family-friendly

- Ideal even for the delicate skin of smaller guests
- Convenient packaging for effortless liquid dispensing



„When on holiday with our little family members, I really appreciate hoteliers who offer trusted quality products. For my children's and my sensitive skin it is very important to have pure amenities in the room“

Anna Elise Peters, Consumer

Provide your guests certified sensitive care

ECARF is an European Centre for Allergy Research Foundation. This foundation actively promotes research into allergies and certified products, which are specifically adapted to the requirements of allergy-prone people.

Having DermaCare Sensitive certified with the ECARF seal of quality means:

- Dermatologically tested
- low scent concentration
- High-quality ingredients
- Formulation that's friendly to sensitive and allergy prone skin



Light and airy notes evoke a sense of serenity

Inspired by a delicate and powdery flower scent, DermaCare Sensitive fragrance features a subtle bergamot note, embedded in a floral bouquet of rose, anise, lily and jasmine with warm notes of musk.

The light and airy notes of the DermaCare Sensitive amenity line promote a sense of serenity.



Bergamot

Anise, Lilly of the
Valley, Rose

Musk





Smart Care Systems

*All-in-one
Hand, Hair & Body
Shampoo*

300ml
*mild blue
represents
contemplating
care*



press+wash

*All-in-one
Hand, Hair & Body
Shampoo*

330ml
*mild blue
represents
contemplating
care*

Gift Set



*gentle
wash lotion*

30ml
gentle earthy



*mild
hair & body shampoo*

30ml
mild blue



*delicate
body milk*

30ml
delicate burgundy



cream soap

15gr
fine orange



Mild Hair & Body Shampoo Hand, Hair & Body Cream Wash

This mild cleansing lotion features a gentle formulation developed for sensitive hair, hands and body.

A caring body care experience

This subtly scented formulation helps skin and scalp retain natural moisture while the lightweight lather gently cleanses hands, hair and body.

Mild formulation, gentle body care

- Dermatologically tested
- Developed for sensitive and allergy-prone skin, ECARF certified
- Subtle fragrance
- For everyday use
- Suitable for adults and children
- Modern packaging design with rounded edge label



Gentle Wash Lotion

This gentle purifying lotion features a gentle formulation developed for sensitive hair, hands and body.

A delightful body care ritual

The silky-soft formula helps gently purify skin with pleasantly fluid textures and make skin feeling soothed and refreshed.

Mild formulation, gentle body care

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Delicate Body Milk

This delicate Body Milk features a silky-soft and quick-absorbing texture, developed for everyday body moisturising.



A silky-soft body care

This lightweight formula absorbs in an instant and leaves skin feeling soft and hydrated.

Gentle hydration for sensitive skin

- Dermatologically tested
- Developed for sensitive and allergy-prone skin, ECARFcertified
- Lightweight formula absorbs quickly and leaves skin feeling soft
- Lightly scented
- For everyday use
- Suitable for adults and children



Cream Soap

This cream soap is developed for gently cleansing hands and skin on a daily basis.

Gentle body wash experience

This mild Cream Soap gently washes off impurities leaving skin feeling gently cleansed and glowing

Mild care for sensitive hands & skin

- Dermatologically tested
- Developed for sensitive and allergy-prone skin, ECARF certified
- Powdery scent
- Gently cleanses skin
- For everyday use
- Suitable for adults and children
- Modern packaging design



Gentle Care Gift Set

Full of sensitive care, this set provides gentle moments for hair, hands and body.



Perfect as a travel companion or simply to experience the greatest of care

Mild & gentle

This gentle care set with modern design, contains four products certified with the ECARF seal of quality and provides everything needed for sensitive skin.

All-around delicate care:

This Gentle Care Gift Set features:

- 30ml Mild Hair & Body Shampoo
- 30ml Gentle Wash Lotion
- 30ml Delicate Body Milk
- 15gr Cream Soap



Is DermaCare Sensitive child-friendly?

Yes, the brand was specially developed for adults and children +3 years old.

Where is DermaCare Sensitive produced and where can it be shipped?

The brand is produced in Germany and can be shipped worldwide

What about DermaCare Sensitive and Neurodermitis or allergic diseases?

Even though the brand is friendly for sensitive and allergy prone skin, it does not have medical cure properties and for special skin diseases prior consultation with the doctor should be done.

Does the customer require an ECARF confirmation in order to present offline/online information on ECARF?

The customer needs ECARF confirmation in the following cases:

- For special customization projects
- When ECARF label is mentioned in online and offline communication material

Can any personalization be done?

Yes, any personalization of Level 1 & Level 2 can be done.

What makes DermaCare Sensitive special?

- Pure formula specially developed for sensitive skin
- ECARF-certified
- Dermatologically-tested
- Friendly even to allergy-prone skin
- For everyday use
- For adult and children above 3 years old
- Subtle powdery fragrance
- Distinctive featherweight textures
- Modern packaging design with rounded edge label

