

## **Groupe GM brings Smart Skin by SAMPAR to ‘Inside by Meliä’ hotels**

**Paris, April 26<sup>th</sup> 2017** – Leading international amenities player Groupe GM has announced its continued collaboration with Spain’s leading hotel chain ‘Meliä Hotels International’ with the creation of a specially tailored SAMPAR Paris range for the brand’s ‘Inside by Meliä’ hotels. Renowned for its cutting edge ‘Smart Skin’ concept, the urban skincare line SAMPAR Paris has been reimagined especially for the brand, and is now available at ‘Inside by Meliä’ hotels in USA, United Kingdom, Spain and Germany.



Laurent Marchand, CEO of Groupe GM commented: “We are delighted with this new collaboration, providing urban skin care for urban travellers. We think this new range is a particularly nice fit for the ‘Inside by Meliä’ brand, and that guests will appreciate using the SAMPAR Paris products, which blend intelligent treatment with unparalleled elegance.”

Susanna Mander, Global Senior Director of Brand Marketing for Inside by Meliä added: "SAMPAR's urban concept makes it a great skin care addition for Inside customers. We are certain that this new range will align perfectly with our guests' lifestyles."

As well as the usual amenity offerings of shampoo, conditioner, and energy shower gel in convenient 300ml Eco-Pumps, this new line, which uses active natural ingredients, goes above and beyond, with the inclusion of SAMPAR's 20ml face cleansing gel, 30ml face cream, 30ml hand cream, 20g skin velvet soap, as well as their joyous body lotion in 30ml tube.

This newly customised line, in 'Inside by Meliä's signature purple, also offers a range of well-being accessories for guest rooms, including combs, toothbrushes, razors and make-up removal pads, to ensure guests have everything they need to feel comfortable during their stay.

The 'Inside by Meliä' range is the latest in a long collaboration with the Meliä Hotels International group. Groupe GM's Clarins amenity line is already available in the guest bathrooms of the 'Gran Meliä Hotels', while the Mugler line can be found at all Paradisus Hotels.

Discover all the brands offered by Groupe GM at: [www.groupegm.com](http://www.groupegm.com) – or alternatively contact your local distributor.

For the US, contact the TY GROUP on + 1 305 805 8085 or visit their website: [www.tygroup.com](http://www.tygroup.com). For the UK Distributor, please contact ASLOTEL on +44 1372 362 533 or visit their website: [www.aslotel.co.uk](http://www.aslotel.co.uk).

**ENDS**

**About SAMPAR:**

Represented in over 1500 selective perfumeries and department stores all over the world, SAMPAR is the 1st urban cosmetics brand of authentically formulated compositions made exclusively in France.

Claiming that "Beauty cannot wait", SAMPAR owes its worldwide success to a unique ambition: offer women the double promise of both immediate visible results and clinically proven long-term efficacy.

**About Meliä Hotels International Group:**

Founded in 1956 in Palma de Mallorca, Spain's leading hotel chain Meliä Hotels International, is made up of more than 370 hotels in 43 countries on 4 continents under its brands: Gran Meliä Hotels & Resorts, Paradisus Resorts, ME by Meliä, Meliä Hotels & Resorts, Sol Hotels & Resorts, TRYP by Wyndham, and Inside by Meliä.

**About INNSIDE by Meliä:**

INNSIDE by Meliä hotels are centrally located, urban lifestyle hotels, designed for the discerning professional traveller who is looking to connect, work and play during their stay. With functional, design-led communal areas, free and fast Wi-Fi, creative meeting spaces, round-the-clock exercise classes and relaxing wellness areas, INNSIDE by Meliä caters to every

need of the modern traveller. The sleek rooms and suites offer a unique signature concept, whilst stylish cuisine and mixology are also at the heart of the brand.

INNSIDE by Meliã is one of Meliã Hotels International's fastest growing brands, with key new openings in Europe, Asia Pacific and the Middle East allowing guests to maximise their leisure time during business trips wherever they are in the world.

Follow INNSIDE by Meliã on Twitter [@InnsidebyMelia](https://twitter.com/InnsidebyMelia) , Instagram [@innside\\_by\\_melia](https://www.instagram.com/innside_by_melia) and Facebook [INNSIDE.by.Melia](https://www.facebook.com/INNSIDE.by.Melia). [www.innside.com](http://www.innside.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)

**Media contact:**

Virginie Guignier

Hopscotch Europe

US: +1 305 260 6096

UK: +44 (0)208 133 3140

[vguignier@hopscotch.eu](mailto:vguignier@hopscotch.eu)