

## Groupe GM transforms bathrooms into 'The Organic Pharmacy'

**Paris, 24<sup>th</sup> November 2016** – Groupe GM, leading international amenities player, once again demonstrates its commitment to natural beauty, through its most recent collaboration with 'The Organic Pharmacy'.

The award-winning London-based brand is certified with the Soil Association, and uses pharmaceutical and medicinal quality herbs, cutting edge research and vitamin extracts for exceptionally performant products.



Groupe GM is proud to present this new line, which comprises of a 40ml shampoo, conditioner, shower gel and body lotion, and 30g and 50g soap, all lightly scented with the delicate, uplifting fragrance of jasmine. Forever committed to the environment, this organic range is also available in a 300ml liquid soap, and hair and body gel eco-pump format.

Laurent Marchand, CEO of Groupe GM said of this collaboration: "Our

mission is to make a positive difference by providing our customers with the opportunity to pamper their guests through a unique experience, with branded amenities, while also providing eco-green and innovative solutions, and the richest portfolio of highest quality products. The Organic Pharmacy is equally faithful to this pursuit of quality, and we are delighted to add them to our catalogue of over 30 brands. We have no doubt that guests will enjoy this homeopathic approach to skincare."

Thanks to Groupe GM's network of distributors, present in over 70 countries, The Organic Pharmacy range will soon be available in the finest hotels and luxury spas worldwide.

Discover all the brands offered by Groupe GM at: <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: <http://www.t-ygroup.com/>. For the UK Distributor, please contact ASLOTEL on +44 1372 362 533 or visit their website: <http://www.aslotel.co.uk>.

**ENDS**

**About The Organic Pharmacy:**

Founded in London in 2002, The Organic Pharmacy is the first pharmacy dedicated to all things organic, certified with the Soil Association, using pharmaceutical and medicinal quality herbs, cutting edge research and vitamin extracts for exceptional performance, synergy of ingredients

Thanks to its homeopathic basis, and commitment to quality ingredients and pure formulas, The Organic Pharmacy has grown to include stores and distributions the world over.

To find out more, visit their website: <http://www.theorganicpharmacy.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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