

PRESS RELEASE

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## **HOW TO TAKE CARE OF YOUNGER GUESTS**

Hotels have been supplying their adult guests with luxurious, fragranced treats in the form of guest amenities for many years. Now, Sysco Guest Supply, one of the leading names in the world of guest amenities, is offering a brand that will nurture your smallest guests.

The new World of Creatures luxury guest amenity range from Sysco Guest Supply is beautifully packaged and decorated with illustrations of lovable animals to enchant the children. Mums and Dads will be happy too, as the products inside are made from natural ingredients so they can be sure that their little ones are enjoying the gentlest possible wash.



There are three children's products - body wash, shampoo and body butter – and they are all presented in a playfully designed gift pack. The charming illustrations have been drawn by John Butler, a well-known British children's author, and feature endearing baby animals such as elephants and giraffes.

The World of Creatures range was originally developed by mum Marike Fichardt, who was concerned about the chemicals found in many washing and moisturising products.

Parabens, petro chemicals and sulphates can cause skin irritation and strip the skin of its natural oils and she instinctively felt she wanted something more natural for her daughter when travelling and in partnership with Sysco Guest Supply, created this range.

The organic formulations are developed from the purest natural products and include:

- Rooibos for its natural healing properties.
- Chamomile which aids irritated skin, relieves pain and is reputed to calm nerves.
- Lavender – a soothing aroma which helps balance emotions and may be calming for fractious babies.
- Jojoba oil which helps to balance the skin's sebum, so it moisturises dry skins and eases the oil production in oily skin.
- Aloe Vera for its pain relieving, healing and soothing properties.

- Shea butter's magical qualities have been recognised for centuries. It softens skin and enhances cell regeneration, and new mums might find it helps with stretch marks.

"It is great that younger guests are considered when it comes to supplying hotel amenities," says Sysco Guest Supply Managing Director Andrew Keating. "Adults have been enjoying our luxury products for some time, but this is our first dedicated range for children. As such, we wanted to make sure it reached the highest standards both in the look and the quality of the products."

"You can't take risks with the sensitive skin of small children, and they deserve the kindest products that have been formulated specifically for them. The range will be a huge advantage for parents who will now be able to leave the big bottles of baby products at home."

Hotels will now have the option to add this appealing children's pack into rooms where families are staying, as well as enjoy the luxury guest amenity products which are aimed at the adults.

For more details of this and the many other luxury brands supplied by Sysco Guest Supply, see the website at [www.guestsupply.com](http://www.guestsupply.com)

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***Note to editors:*** This year, Sysco Guest Supply was honoured to become one of only approximately 160 companies awarded the Queen's Award for Enterprise for outstanding business achievement. The awards are made annually by HM The Queen, and are only given for the highest levels of excellence.

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