

# BE different



**FORMULA –**  
ADD SOME FUN TO THE  
DAILY CARE ROUTINE.

**CONCEPT –**  
BE DIFFERENT & ENJOY IT!

**INNOVATION –**  
DISCOVER NOW!

**ASSORTMENT –**  
ATTENTION: LEADS TO ADDICTION.





# 01 CONCEPT & POSITIONING

COOL,  
SMART &  
YOUNG  
LANGUAGE!

BE DIFFERENT  
& ENJOY IT!

POSITIVE  
MESSAGES:  
LET'S BE  
HAPPY / FUN /  
SMOOTH!

UNIQUE  
DESIGN AND  
CAPTIVATING  
SURPRISES





Enjoy your day!

Are you looking for something to surprise your clients? Want to add some fun to their daily care routine? Discover this brand new cosmetic line with its unique design and captivating surprises. Let's be... happy/cool/smooth/positive... **Your guests will love it!**



Indifferent to the overwhelming,  
yet often comparable offer of  
hotel cosmetics on the market?  
This new and international  
concept line is for...

✓ All  
globetrotters

✓ All  
design freaks

✓ All  
trendsetters

✓ All  
surprise lovers

✓ All  
young people &  
those young  
at heart

✓ All  
budget keepers

If you can “tick off” one or more  
of these boxes, chances are big  
that you will be interested in  
what is coming next!





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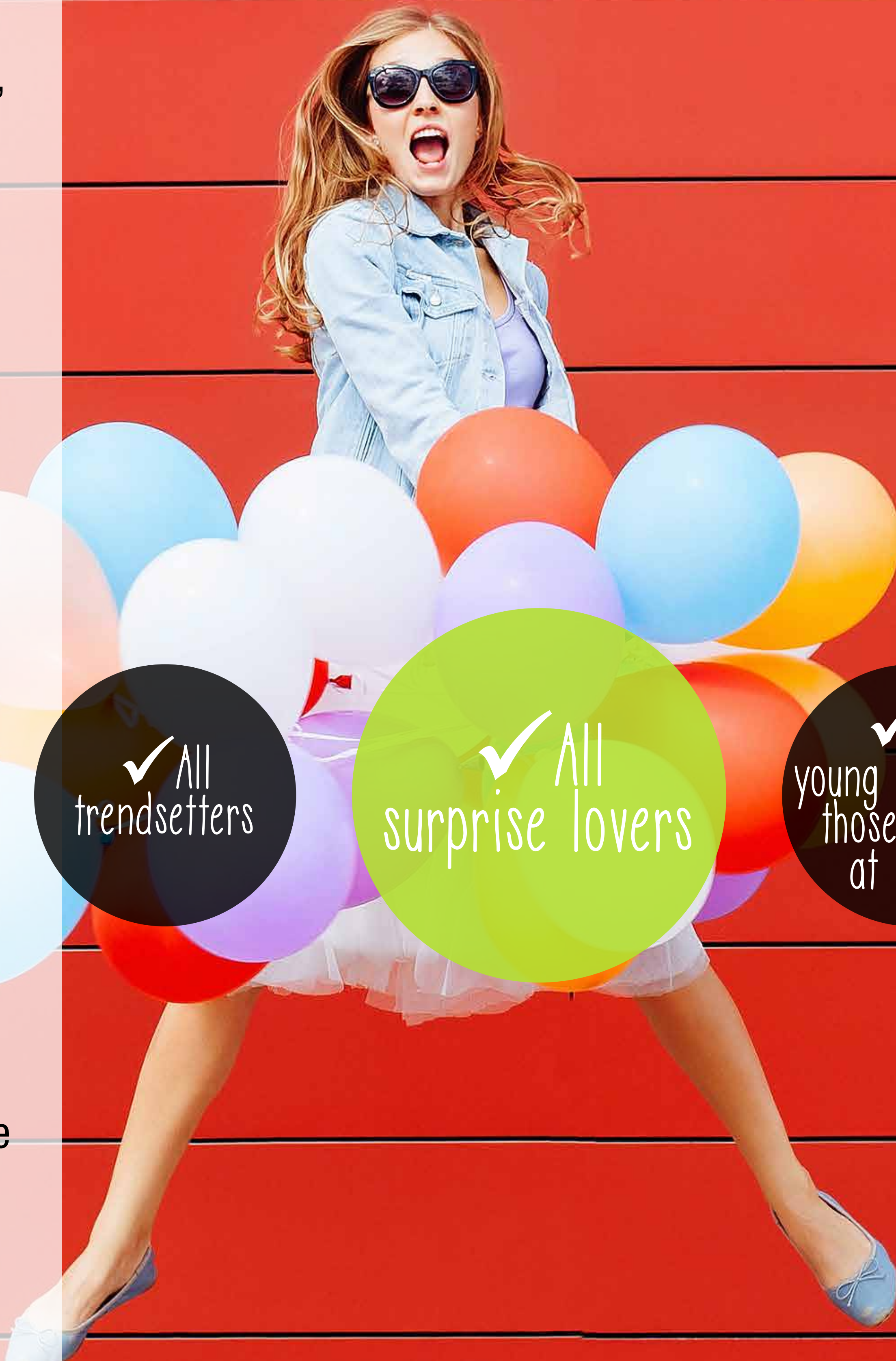
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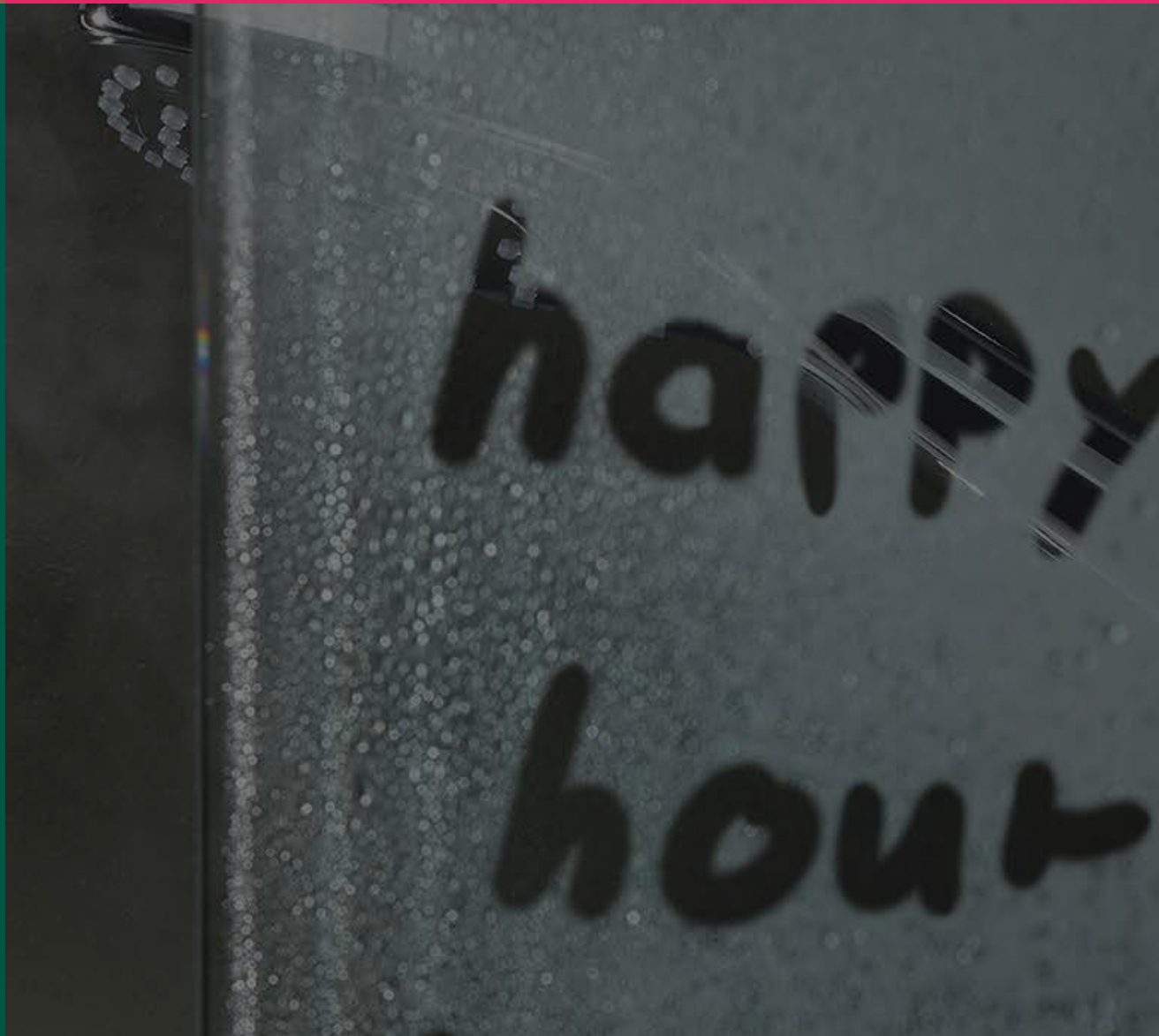


UNIQUE DESIGN  
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SURPRISES

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# 02 FRAGRANCE & FORMULATION

BE JUICY...  
BE FRESH!

TRUST ME –  
I WILL TAKE  
GOOD CARE  
OF YOU

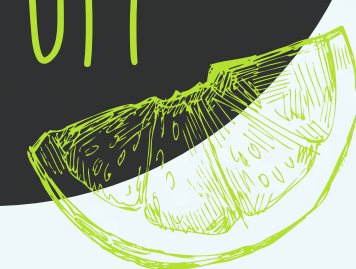
WANT MORE?  
SEE, I  
TOLD YOU –  
YOU WILL GET  
ADDICTED

ENJOY  
DIFFERENT  
FRAGRANCES

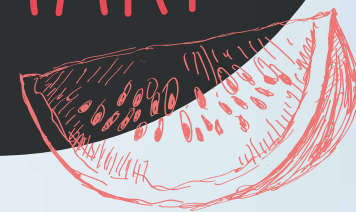




**BODY WASH**  
LIME-  
BE FUN



**HAIR WASH**  
WATERMELON-  
BE SMART



**CREAM SOAP**  
ORANGE-  
BE SMOOTH



**BODY MILK**  
MINT-  
BE COOL



**HAIR BALM**  
BERRY-  
BE HAPPY



**Special feature – multiple fragrance experience**  
Discover delicious & addictive fruity notes and enjoy a delightful care experience full of emotions... be ready!





























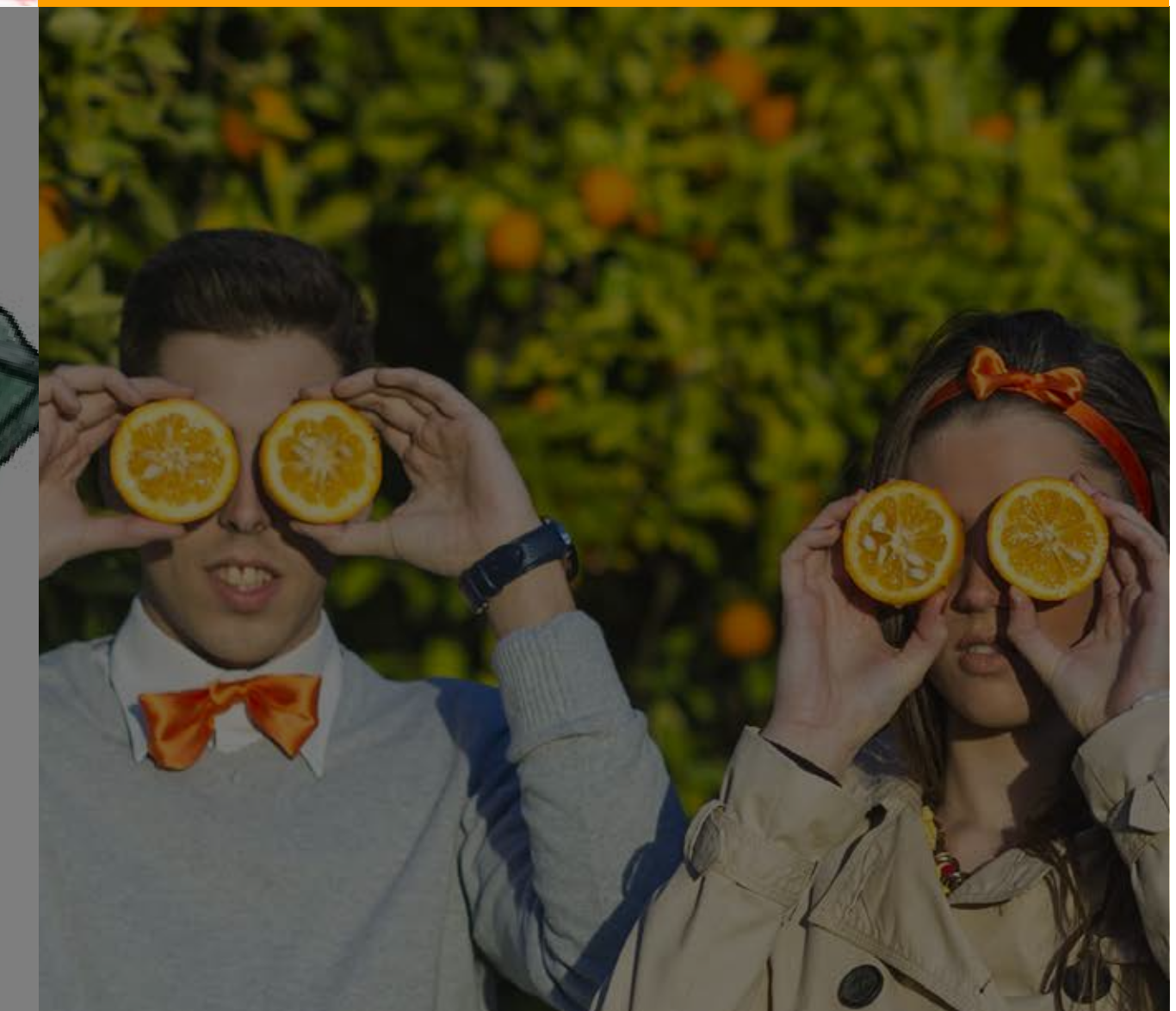
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# 03 ASSORTMENT




Want to learn more about our product offer? [Click here...](#)

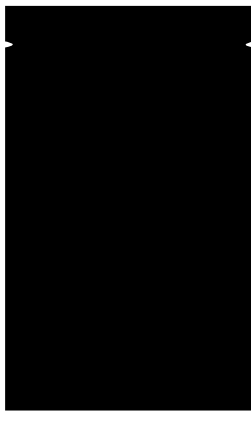
-  TUBES
-  DOYPACKS
-  SOAPS
-  DISPENSER & REFILL
-  COMPLEMENTARY PRODUCTS







 TUBES

 DOYPACKS

 SOAPS

 DISPENSER  
& REFILL

 COMPLEMENTARY  
PRODUCTS







As useful as beautiful – these cute tubes will win over the heart of your guests in a few seconds. Who does not want to cheer up his daily care routine and be happy / cool... ?

**Body Wash**  
25ml | TUDG025-100970

**Hair Wash**  
25ml | TUHS025-100970

**Hair & Body Wash**  
25ml | TUBS025-100970

**Hair Balm**  
25ml | TUC0025-100970

**Body Milk**  
25ml | TUBL025-100970

- 5 basics to combine according your needs
- handy & price-attractive size of 25ml
- black seal with improved visibility
- large product titles (i.ex. Body wash) for improved readability

BACK

TUBES

DOYPACKS

SOAPS

DISPENSER  
& REFILL

COMPLEMENTARY  
PRODUCTS







Discover this packaging innovation “half sachet” – “half bottle” and benefit from the respective advantages. These doypacks are price-attractive & light-weight as sachets and upright standing & reclosable as bottles. Be smart – what else?

**Body Wash**  
20ml | DODG020-100970

**Hair Wash**  
20ml | DOHS020-100970

**Hair & Body Wash**  
20ml | DOBS020-100970

**Hair Balm**  
20ml | DOC0020-100970

**Body Milk**  
20ml | DOBL020-100970

- 5 basics to combine according your needs
- upright standing sachet shape
- smart 20ml offer – enough for an overnight stay without unnecessary wastage
- reclosable after usage thanks to a convenient zipper system\*
- large product titles (i.ex. Body wash) for improved readability

\* Reclosable – not secure for transport after first opening.

BACK

TUBES

DOYPACKS

SOAPS

DISPENSER  
& REFILL

COMPLEMENTARY  
PRODUCTS







Complete your cosmetic offer with these deliciously fragranced cream soaps – attention: tangible risk of addiction.

**Soap in Flow Pack**  
12g | SBVI012-100970

**Soap in Paper Wrap**  
20g | HWSF020-100970

- 2 handy sizes
- 2 cute packaging alternatives
- 2 attractive price options



BACK

TUBES

DOYPACKS

SOAPS

DISPENSER  
& REFILL

COMPLEMENTARY  
PRODUCTS







A product offer as smart as handy: this series includes the market leading dispenser systems. 2 systems = 2 designs = 2 price options = same advantages & guarantees!

**Smartcare – All-in-one  
Hand, Hair & Body Shampoo**  
300ml | SMA0300-100970

**Press+Wash – All-in-one  
Hand, Hair & Body Shampoo**  
300ml | COA0330-100970

- hygienic, closed dispenser systems
- guaranteed economical dosage
- 100% usage = no waste
- drip-free
- easy handling for house-keeping

BACK

TUBES

DOYPACKS

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& REFILL

COMPLEMENTARY  
PRODUCTS







Interested in a trendy & unexpected way to present your guest amenities without jeopardizing your budget? Check this out...

**Gift Sets:**

**Survival kit with doy packs**  
KOTA053-100970

**Smart hydration kit with tubes**  
KOB0052-100970

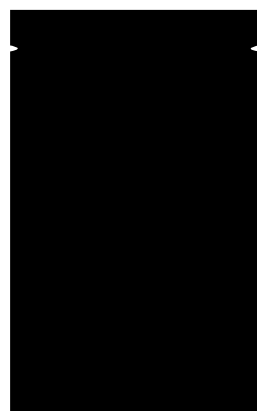


- surprisingly different extras
- clever gift ideas
- trendy design
- little prices

BACK



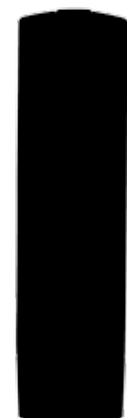
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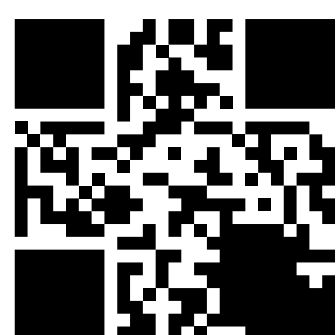
# 04 SPECIAL FEATURES

INNOVATIVE  
COMMUNICATION  
CONCEPT

THE REAL  
HIGHLIGHT

QR-CODE:  
ONE CLICK  
AWAY  
FROM AN  
EXCITING  
JOURNEY

check me out & enjoy



TOTALLY  
UNEXPECTED,  
FUNNY AND  
FREE OF  
CHARGE.



## HOW IT WORKS

It's sooo simple...



**1.**  
**QR-Code:**  
**scan me!**

Still hungry for more surprises?

What would you say if we offered a surprise weekend trip to an exciting European city to all your guests? Not possible? Too crazy?.. No, just a little bit!



## HOW IT WORKS

It's sooo simple...



**1.**  
**QR-Code:**  
**scan me!**



**2.**  
**Take part in**  
**an unique**  
**adventure!**



**3.**  
**A surprise**  
**weekend trip**



**4.**  
**to an exciting**  
**European city**



**5.**  
**totally free**  
**of charge!**

Still hungry for more surprises?

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## SPECIAL FEATURE – AN EXCITING ADVENTURE

SIMPLE  
INSCRIPTION  
FOR  
EVERYONE.

4 TEAMS =  
4 CITIES =  
4 HOTELS

UNIQUE  
CHALLENGE

ALL ON  
[WWW.BEDIFFERENT.CLUB](http://WWW.BEDIFFERENT.CLUB)

### ADA organizes a unique team challenge:

- Everyone can take part simply by loading up his/her profile
- 4 teams of two (team berry, team mint... ) will spend an exciting weekend in an even more exciting European city.
- Everyone can follow the story bit by bit on [www.bedifferent.club](http://www.bedifferent.club): from the casting phase, team presentation, countdown & unveiling of the destinations, journey of team 1, 2, 3 & 4... and a lot more.



## SPECIAL FEATURE – A UNIQUE „LITTLE EXTRA“

This exceptional concept is supported by the most important social media channels... and will benefit from numerous followers eager to get a glimpse of the next step of the adventure. This is definitely a unique “little extra” - and it can be all yours!

Be different & enjoy it

Exceptional  
& unique  
communication  
concept

Full  
social media  
support

Increasing  
number  
of followers



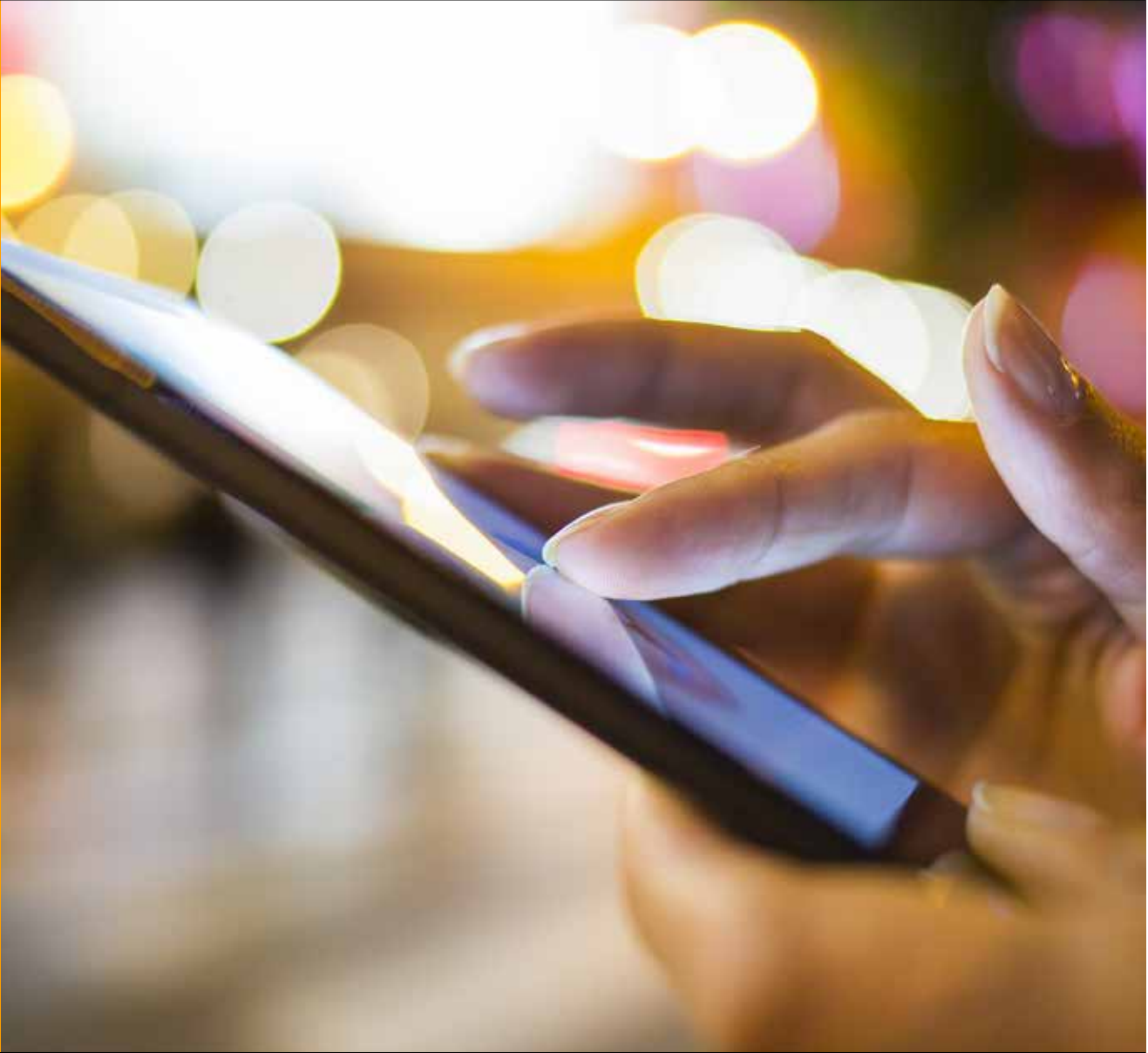




INNOVATIVE  
COMMUNICATION  
CONCEPT



QR-CODE:  
ONE CLICK  
AWAY FROM AN  
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JOURNEY





# 05 CONTACT

**NEED  
...CONTACT  
DATA?**

**WANNA  
BUY?**

**LONGING  
FOR MORE  
BRAND  
INFORMATION?**



[www.bedifferent.club](http://www.bedifferent.club)

[info@ada-cosmetics.com](mailto:info@ada-cosmetics.com)



Cosmetics International

