

Hotels Upgrade Beauty Products



By BEE-SHYUAN CHANG

SINCE she's been hopping hotels across the country for the last six years, touring as the violinist for the Brooklyn-based band Ra Riot, Rebecca Zeller has had ample opportunity to inspect in-room skin care amenities. "It definitely matters what's on the sink," said Ms. Zeller, 28. "It's always a little bit of a reward, especially after a long flight."

Ms. Zeller particularly enjoyed the full-size Cowshed products lining the showers at the Soho House's High Road House in London. And in remote Marfa, Tex., an insider brand made an impression. "They have a cool hotel there called Thunderbird that has Malin & Goetz products," she said. "We were bowled over."

But she was disappointed by one so-called boutique hotel owned by a national chain. "They had this generic shampoo and body wash all-in-one dispenser literally installed in the shower, like at a bad gym," Ms. Zeller said.

As Americans and Europeans head into prime travel season, the hospitality industry has been upgrading soaps, shampoos and conditioners, switching hotel-branded bottles for the kind of fancy names you might find in a department store or

Exclusive products prove attractive to weary travelers.

newfangled apothecary.

In New York, guests will find C.O. Bigelow products in the rooms of the Jane, Bowery and Maritime hotels, while L'Occitane's citrus verbena line will be featured at the Algonquin Hotel, which recently reopened after a renovation.

"It started on a small scale a decade ago with the boutique independent hotels like the W," said Paul James, global brand leader of St. Regis hotels. (The W has long offered miniature sizes of products from the spa chain Bliss.) "But in the last couple of years, you see hotels of all types having a better understanding of this."

At St. Regis, Mr. James has worked with Laboratoire Remède, a French skin care brand owned by Bliss that was first stocked in the hotel chain's spas. The products began appearing in rooms in 2007, and today include a shower gel available only there. Mr. James recommends that hotels prize "scarcity of the brand" when sourcing toiletries.

Thanks to partnerships with the Mandarin Oriental and JW Marriott, Aromatherapy Associates, a London-based beauty company founded by Geraldine Howard in 1985, is a lot less scarce. Originally, the line was focused on overall well being, but Ms. Howard has worked with JW Marriott on a custom in-room line that includes lavender, rosemary and almond oil, which she believes enhances relaxation.

"People lead such busy lives now," said Ms. Howard, whose frequent-flier schedule includes shuttling between the company's satellite offices in Hong Kong and Frisco, Tex. "Aromatherapy products are popular because they work psychologically."

Drew Dasent and Daniel Peddle, who together cast runway shows for Givenchy and Phillip Lim and chart more than 150,000 air miles each year, prefer hotels with organic skin care products. Mr. Dasent likes the Breakers in Palm Beach, Fla., because it uses Tammy Fender products, and Mr. Peddle is thrilled that the Chewton Glen in Hampshire, England, carries his favorite, REN.

Some in the hospitality industry, like Soho House, have decided to go further than offering exclusive products by starting an in-house beauty



TREATS To Remède

line, which the shed, named pany's Babing ments were f and distribute Christina Rus there are plan spa and cafe i Ms. Russi differentiate t same categor amenities) an tel lotions are quantity and brand yo

BIOLOGIQUE RECHERCHE TRAVEL KIT

Founded by a biochemist three decades ago, this French skin care brand is known for combining clinical ingredients like lactic acid with luxurious-sounding ones like silk. Now, for the first time, it's introducing travel sizes of four best sellers: a cleanser, P50; an exfoliator which doubles as toner; a mist to perk up dull skin and a rich body oil that's especially handy after a long flight or hours under the sun. There's also an empty jar to fill with your favorite cream. (At select spas or by calling (800) 755-5270, \$108.)



ROOM SERVICE Cowshed soap, available at Soho House hotels.

ERL FOR THE NEW YORK TIMES, ABOVE Minerals; top, Laboratoire slus Airlines nail kit.

a lot of ancillary products ve to make compromises." s why he now sticks to the poo, conditioner and hand hotels make, if they want t," he said. "If you're talk-cream, then yes, there are formula."

pl is a massive marketing brands," as Ms. Russillo s are going beyond suds

Airlines, a cosmetics com- in 2003, introduced a nail Hôtel Costes in Paris. That l custom nail color for Ace n this February. The colors rand identity: oxblood reds and a greenish gunmet- ted walls at Ace.

ble through the hotel store 9 at Ace, 19 euros at Hôtel l: lipstick. Uslu is working

recently introduced Upper Class Red, a cherry lip color collaboration with bareMinerals cosmetics sold at Virgin's airport spas. Jan Mihm, a founder of Uslu, believes such products convey subtle but lasting messages. "You can, by wearing the Ace nail polish, even a year after you've been to New York City, say that you have actually been there," he said. "It's a more discreet, insider way of wearing the 'I Heart NY' T-shirt."



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