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AMENITY COLLECTION

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**AI AMERICAN**

QUALITY SERVICE VALUE

— SINCE 1911 —



**#1** Bath & Shower Brand  
Worldwide\*

\*According to 2018 Euromonitor brand share figures

**#1** Beauty Brand on  
Facebook

**TOP  
BRAND** in US, India, Brazil, China,  
Japan, Canada, UK, Italy,  
Mexico, Germany

Present in **137+** countries  
worldwide

**11** million products  
sold everyday



Deeply Moisturizing



Softens Instantly



Rich Formula



Helping  
**40** million  
young people  
build self-esteem &  
positive body confidence

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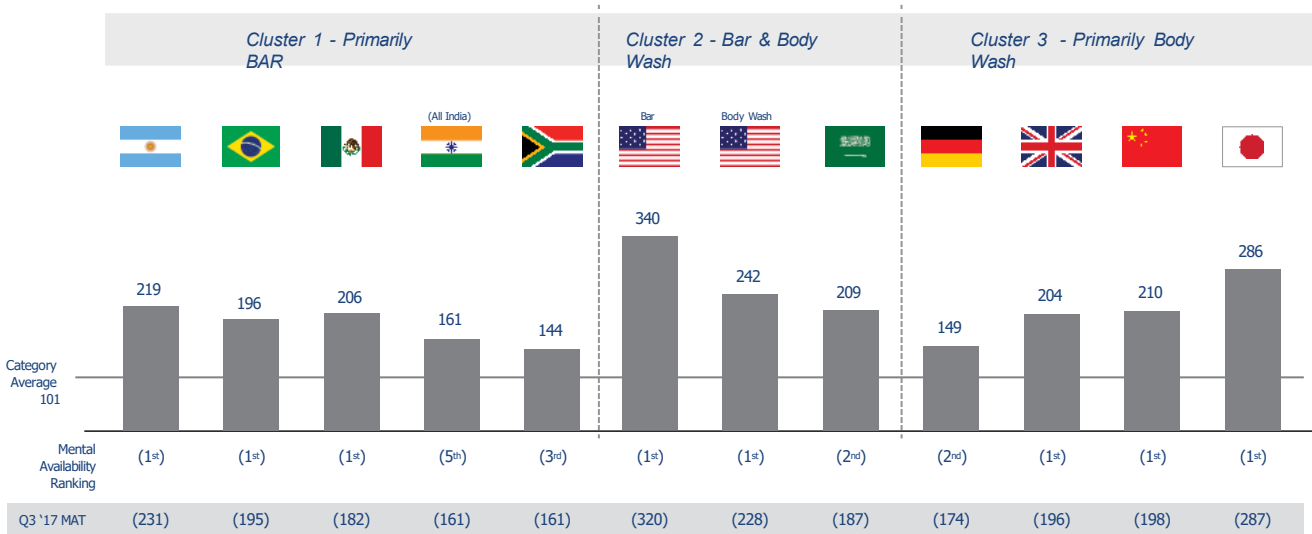


# DOVE BRAND POWER in most markets

Mental Availability (Brand Power Index)

Brand: Dove

Time Period: Q3 18 MAT



**KANTAR**

Base 2018 Total: Brazil (1318), Mexico (1156), India (17469), South Africa (2195)  
 Base 2017 Total: Brazil (1229), Mexico (1198), India (18681), South Africa (3004)  
 Base 2016 Total: Brazil (2596), Mexico (2395), India (n/a), South Africa (3032)

\* No comparison to 2016 available for Argentina due to methodology change and based on dip data. Q3 16 MAT is Power CMC Index for all markets.

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# Why choose *Dove*



Guests want trusted brands in these uncertain times



Global Brand Love across genders & age



Quality: Global sourcing scale & strict quality standard



A UNILEVER brand

120 years of delighting guests & consumers.  
400+ global brands

\*According to 2018 Euromonitor brand share figures



Purpose & sustainability at our core



Marketing: on-going global campaigns to leverage for your properties



We only use fragrances  
that are safe and  
cruelty-free. Simple.

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Using ingredients that give you  
beautiful results and are kind  
to you couldn't be more  
important to us.

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## AMENITY RANGE PORTFOLIO

Shampoo | Conditioner | Body Wash | Body Lotion | Hand Wash



Soap Bar



Dispensers



Refills

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# DOVE US RANGE

## Deeply Nourishing

Our caring formula delivers nourishment that goes deep into your skin and hair.

Gender neutral and loved by all, with our signature Dove scent.

- Product and Artworks\* compliant for Americas markets
- Checked & approved by accredited regulatory agency

## Dove Product Range

240ml Dispensers



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# DOVE MINIS RANGE

## Deeply Nourishing

Our caring formula delivers nourishment that goes deep into your skin and hair. Gender neutral and loved by all, with our signature Dove scent.

- Product and Artworks compliant for USA, Canada markets
- Checked & approved by accredited regulatory agency

## Dove Minis Range

30ml bottles and 25g beauty cream bar



WASH

LOTION

SHAMPOO

CONDITIONER



BEAUTY  
BAR

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# 5L REFILLS

WE BELIEVE IN USING SUSTAINABLE SOLUTIONS IN OUR PACKAGING

We are committed to achieving 100% PCR by end 2025.



USA | CAN

MLAC

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## SUSTAINABLE HOSPITALITY SOLUTIONS FOR THE WORLD'S GUESTS

Plastic weight saved per consumer use with 240ml or 235ml  
is > 60% compared to 25ml Mini bottles



*One 240ML refillable bottle is good for  
15 nights*



*25ml mini bottles are replaced nightly.*

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## AMENITY RANGE HOW TO INSTALL



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# DOVE ACTUAL PRODUCTS



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# DOVE BOTTLE IMAGES

## 5L Refills

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## How-to Video:



\*30ml per pump stroke

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# DOVE REFILL SOAP



Follow steps below to refill shower dispensers containing PROFESSIONAL Dove Shampoo, Conditioner & Body Wash. Always use disposable gloves while refilling. Removing each bottle separately to refill is recommended. If dispenser bottle, cap or pump are damaged, replace.

EN

				
<p>1</p> <p>Refilling should be done in housekeeping area. Ensure clean, stable surface.</p> <p>Place 5L refill bottle and push down firmly on industrial pump accessory using palm.</p>	<p>2</p> <p>At any time, It's important to keep pumps clean.</p> <p>Avoid touching the stem of any pumps.</p> <p>Place them in a clean empty glass, with pump facing up, or even on a clean towel.</p>	<p>3</p> <p>Refill only like-for-like product ie shampoo refill into shampoo dispenser to prevent cross contamination.</p> <p>Wipe away any spilt product, and reattach pumps.</p> <p>Filled replacement dispenser bottles can then be loaded onto trolleys for in-room swapping of empty bottles.</p>	<p>4</p> <p>Use the hex key shown above, to loosen the nuts which releases the neck bracket that secures the dispenser bottles.</p> <p>Remove empty bottles and replace.</p> <p>Do not rinse the bottle with water before refilling, the refilling should be only topped over the current fill.</p>	<p>5</p> <p>Ensure the bracket is sitting snugly on the pump neck.</p> <p>Use hex key to tighten nuts such that bracket presses down on the dispenser bottles tightly and cannot be removed by hand.</p>

**STORAGE INSTRUCTIONS:** Store product in accordance with local regulations. Store in original container protected from direct sunlight in a dry, cool and well-ventilated area, away from incompatible materials and food and drink. Store locked up. Keep container tightly closed and sealed until ready for use. Containers that have been opened must be carefully resealed and kept upright to prevent leakage. Do not store in unlabeled containers. Use appropriate containment to avoid environmental contamination.

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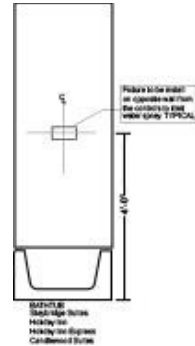
# DOVE BRACKET INSTALLATION

## Starter Guide

### How to Determine Installation Placement

The unit must be mounted to the wall opposite from the showerhead, minimizing direct water spray from the shower.

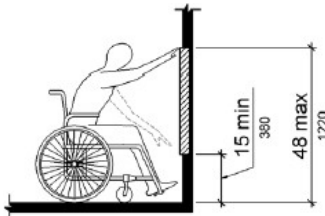
Fixture should be installed at a height of 4' from shower / bath base.



Required fixture location for ADA shower:

2. Forward Reach.

1.Unobstructed. Where a forward reach is unobstructed, the high forward reach shall be 48 inches (1220 mm) maximum and the low forward reach shall be 15 inches (380 mm) minimum above the finish floor or ground.



# DOVE BRACKET INSTALLATION

## Starter Guide

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### Top Tips

- Mount using best possible application (tape and or screws) for your wall surface.
- IHG-recommended application for new build and conversion hotels is with two stainless steel screws, located at top of fixtures and double-sided tape. For existing hotels, recommendation is double-sided tape only.
- Required fixture placement within tub/shower is outlined below.
- *Make certain the tile/marble area provides a smooth, clean, dry surface.*



# DOVE FIXTURE MOUNTING (SCREW)

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Screw mounting technique varies by wall surface and backing (substrate). Verify your individual wall surface and backing prior to drilling and screwing in fixtures so as to not damage tile surface or backing.

1. You **MUST** clean the back of the fixture, as well as the surface where the unit is to be mounted with rubbing (Isopropyl) alcohol to ensure that any soap film is removed and allowed to dry before installing.

NOTE: If this step is not done properly, the fixture will not securely adhere to the wall, and could fall and potentially damage tub /shower

2. Apply two pieces of double stick tape to create best possible bond with shower wall surface and remove protective backings.
3. Apply a thin bead of tub and tile silicone around the back perimeter of the unit prior to mounting, to prevent water from accumulating behind the unit.
4. Press firmly against the wall for one minute, using a level to ensure the unit is installed correctly.
5. Use stainless steel screws to further secure fixture to wall based on surface requirements.
6. The silicone should be allowed to cure for at least 12 hours prior to installing bottles.

Only stainless steel screws should be used.  
Tape not intended for use on dry wall.



# DOVE FIXTURE MOUNTING (TAPE)

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When applying tape:

1. You **MUST** clean the back of the fixture, as well as the surface where the unit is to be mounted with rubbing (Isopropyl) alcohol to ensure that any soap film is removed and allowed to dry before installing.

**NOTE:** If this step is not done properly, the fixture will not securely adhere to the wall, and could fall and potentially damage tub /shower

2. Apply two pieces of double stick tape to create best possible bond with shower wall surface and remove protective backings.
3. Apply a thin bead of tub and tile silicone around the back perimeter of the unit prior to mounting, to prevent water from accumulating behind the unit.
4. Press firmly against the wall for one minute, using a level to ensure the unit is installed correctly.
5. The silicone should be allowed to cure for at least 12 hours prior to installing bottles.
6. The silicone should be allowed to cure for at least 12 hours prior to installing bottles.

Tape not intended for use on dry wall.

Due to the fact that surfaces and substrate will vary, all installation is the responsibility of the purchaser/installer. Aquamenities accepts NO responsibility for installation.



# DOVE BOTTLE INSTALLATION

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## Bottle Installation

Once fixture is properly mounted and silicone set, unlock fixture and insert one full bottle of each product as outlined below. Bottles should be inserted in the following order (left to right): shampoo, conditioner, body wash



1. Insert key into locking mechanism press and turn counterclockwise.



2. Pull face of bracket forward and slip bottle and pump out carefully through the top hole.



3. Reinsert full bottle carefully, line up bracket, use key to push and turn clockwise to lock.



4. Take empty bottles to housekeeping station/ Heart of House. Remove pump and fill all bottles with product.

# DOVE GLOBAL MARKETING CAMPAIGNS



grey?  
 gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk 



KELA as portrayed by KELA

KELA as portrayed by A RANDOM STRANGER

FLORENCE as portrayed by FLORENCE


FLORENCE as portrayed by A RANDOM STRANGER

**TAKE CARE FOR HER**



**DOVE MEN+CARE**

**IT'S ABOUT TIME YOU HAD A REASON TO SING IN THE SHOWER**



**NEW DOVE MEN+CARE**  
www.dove.com/men

Ultimate grooming in high acid cleanser helps men's sensitive skin's body wash. It's so smart, you'll get more than your shower. The perfect shower. The ultimate care for your skin.



**#ShowUs**  
strength in our scars



**#ShowUs**  
more athletes who look like me

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# DOVE HAS ABOUT 30 MILLION FANS GLOBALLY

## Social Media Platforms



**Dove** ✓

@DoveUS · Health/Beauty

27,659,231 people follow this

Dove June 18

Sound on 🇺🇸 America will not be beautiful until it's beautiful for everyone 🌈🌈🌈

We co-founded the CROWN Coalition with our partners The National Urban League, Color Of Change, and Western Center on Law & Poverty in 2019 to end race-based hair discrimination 🌈. Now, we're expanding it to help end racial discrimination through legislative advocacy and societal change - evolving the name to:

Creating a Resp... See More



588

648 Comments 192 Shares



dove ✓

Message

1,051 posts 575k followers 1,174 following

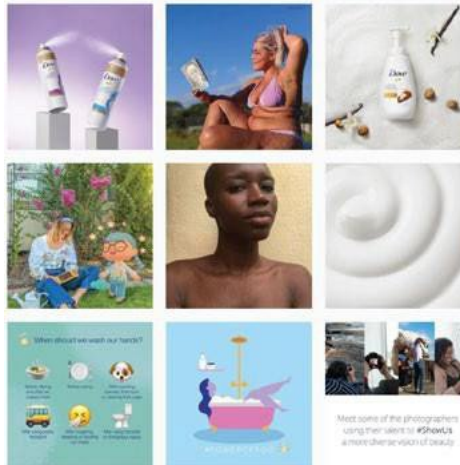
Dove Global Channel

We're committed to ending systemic racism by:

- Expanding the CROWN Coalition
- Funding
- Empowering young people
- Amplifying Black voices

Learn more

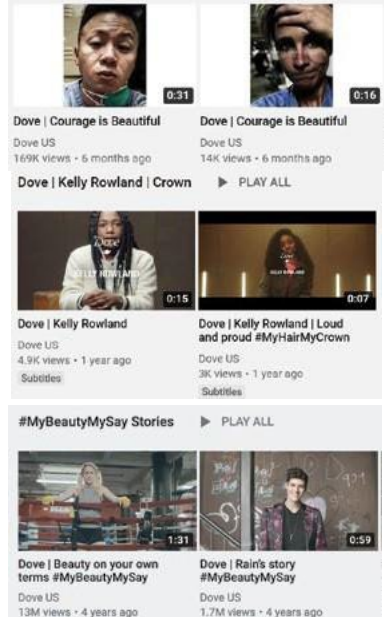
[linktr.ee/doveglobal](https://linktr.ee/doveglobal)



**Dove**

Dove US

147K subscribers



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# WE RUN GLOBAL CAMPAIGNS ADDRESSING

## Self Esteem of Our Youth



## A Wide Variety of Touchpoints



## Real Beauty For Women



## The Women of Project #ShowUs

Women from around the world are redefining beauty on their own terms.



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## Dove People, Product & Planet Philosophy



# 1 | People

## Real beauty:

### How we care for all people

At Dove, we want to change things to make women around the world feel celebrated. This Dove mission is about making beauty a positive experience for all women, female identifying and non-binary individuals.

We're doing this through legislative and deep systemic change programmes: educating the next generation on self-esteem and helping to ensure that girls enter a world that is free from narrow beauty standards and pressures. We know we can't do this alone, so we're working with advocates, organisations, governments and individuals to stir the deep change so desperately needed.

We are working hard to drive **positive change**



Breaking down narrow beauty stereotypes



Educating the next generation on appearance-related self-esteem and body confidence

Since 2004, through the Dove Self-Esteem Project (DSEP), Dove has educated over 60 million young people on self-esteem, body image and body confidence in 140 countries around the world.

We have co-founded the CROWN Coalition and are making progress towards changing federal and state law in the USA with the CROWN Act, making it illegal to discriminate against natural or protective hair textures and styles in the workplace or school. We are also working to change laws to prevent digital distortion of images in advertising in the USA. These things matter. Women's lives are affected by these exclusions and stereotypes every day, in ways big and small. It affects our health, relationships and opportunities in life.



# 2 | Product

## Dove gives you the best possible skin care

### Our care promise

For Dove, care means providing products that are kind to your body and skin – that’s why we work hard to maintain the quality and safety of all Dove products.

### Care and beauty expertise

We’ve developed an amazing team of over 550 Research and Development professionals from all corners of the world — and we work with thousands more on different projects. Over the last 10 years alone, our internal team of skin and hair experts have created an incredible 150 patents. It’s our continuous commitment to creating superior products, using our leading skin care science, that makes our range so unique.

We only use fragrances that are safe and cruelty-free. Simple.



### Dermatologist recommended skin care products

We’re as committed to improving our beauty products now as we were when Dove first began over 60 years ago. All the way back in the 1980s, Dove was ahead of the pack; already being endorsed by dermatologists for our skin care products. We still work with medical experts now: the Dove Medical Programme is present in 54 countries and reaches half of the world’s global dermatologist population — and we share our testing and results with them. They champion Dove because of our long-term commitment, and that’s why Dove is still the No. 1 dermatologist-recommended brand for body wash, bars, antiperspirants and deodorants in the US today.



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## Rethinking our ingredients

The choices about what goes into Dove products reflect this commitment. It has led us to look at our existing formulas with fresh eyes: using the latest research to explain why we'll keep using some ingredients, and avoiding any ingredients we think could be harmful to you. This of course also includes any ingredients that involve testing on animals because we're committed to cruelty-free beauty.

### Ingredients we are phasing out:

*Lilial:* Sometimes referred to as BMHCA, is a very common fragrance ingredient used for its lily-like characteristics. Based on safety evaluations and risk assessments, Lilial/BMHCA has been defined as safe to use by the International Fragrance Association up to certain carefully controlled levels. We want to give you total peace of mind — so to emphasise our commitment to safe and caring beauty, Dove has decided to phase the ingredient out of all products.

*Parabens:* We've always used types of parabens that have been proven safe — Dove products take care of your skin and don't use harmful skincare ingredients. But we also know that many people choose paraben-free products when they can. So, the vast majority of our products are already formulated to be paraben-free, and we're working on the rest.

*Formaldehyde and Formaldehyde donors (DMDMH):* Dimethylhydantoin (DMDMH) is a safe and effective preservative that has been widely used in cosmetic products since the mid 1980s. It's known as a formaldehyde 'donor' because it releases very low levels of formaldehyde over time, keeping products fresh and stopping them from spoiling. In fact, all healthy human, animal and plant cells produce and use formaldehyde at levels similar to those released in preservatives. The independent Cosmetics Ingredient Review Expert Panel in the USA has concluded that the ingredient is safe for use. However, to rule out any concerns you may have, all Formaldehyde donors are being phased out of Dove products.

Using ingredients that give you beautiful results and are kind to you couldn't be more important to us.



### We do not use the following ingredients:

*Lyral:* Lyral is a synthetic fragrance ingredient commonly used to create floral notes. But with growing evidence of rising levels of allergic reactions, we decided back in 2017 to stop using Lyral in all our fragrances two years before the Cosmetics Regulation prohibited them.

*Triclosan & Triclocarban:* These two ingredients are used for their antibacterial properties. They've been declared safe by expert bodies around the world, but some people prefer not to use them. After we found alternatives that provide the same benefits, we decided we didn't need them and phased them out in 2017.

*Phthalates:* Phthalates are a family of chemicals used to increase the flexibility and durability of plastics and are often used in packaging materials. We don't use them in the making of our products, but because phthalates can occur during the manufacturing process, sometimes tiny traces — though well within safety levels — may still show up in our products. However, these are at microscopic levels — well below safety limits.

In line with our own standards of avoiding phthalates however, we do not use any phthalates as solvents to mix fragrance ingredients. Instead, we use different methods to bring together fragrance ingredients.

*Other skin and hair care ingredients that we avoid:*

- Coal Tar
- Hydroquinone
- Octanoate
- Retinyl Palmitate
- Cyclic Silicone D4

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# 3 | Planet



## Dove cares about the planet

Many of us want to make ethical choices — but there isn't always a convenient option available. We want to change that. We believe in making sustainable living commonplace. It's why our parent company Unilever has the amazing track record of being named an industry leader in the Dow Jones Sustainability Index for 17 consecutive years. From recycled plastic bottles to reducing greenhouse gas emissions, we're actively reducing our carbon footprint through the way we make, package and transport our products all the time. We don't have all the answers yet, but we are committed to doing whatever we can to achieve our vision of social and environmental change — and we'll share all of our progress with you along the way.



One of our real achievements has been to have zero manufacturing waste going to landfill.

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## Our plastic mission

We are committed to a landmark new initiative as part of our 2025 commitment to reduce plastic waste – reducing the manufacture of more than 20,500 tonnes of virgin plastic per year by:

- making the iconic beauty bar packaging plastic-free globally
- launching new 100% recycled plastic bottles (more information on our progress below)
- trialling a new refillable deodorant format that radically reduces plastic use

Dove is one of the most trusted and loved beauty brands across the globe. Plastic waste is one of the biggest environmental threats our planet is facing, and reducing it is a priority for both consumers and business as a whole. That's why we are paving the way with industry-leading innovations, eliminating the use of virgin plastic where possible, and using alternative materials and packaging innovations that are setting the agenda for the beauty industry.

We are now following the  
**NO | BETTER | LESS PLASTIC**  
framework which follows:

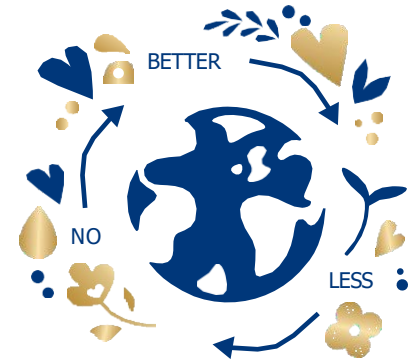
### NO PLASTIC

This year, our iconic Beauty Bar single packs will be plastic-free globally, and development is underway to replace the plastic outer-wrap of its Beauty Bar multipacks with a zero-plastic material.

### BETTER PLASTIC

We are committed to investing in more sustainable plastic choices to reduce the use of virgin plastic. This included the launch of 100% recycled plastic (PCR) bottles where technically feasible, in North America and Europe – across all ranges (Dove, Dove Men+Care, and Baby Dove). We continue to search for solutions where recycled plastic is not currently technically feasible, including for caps and pumps.

The new initiatives expand on Unilever's industry-leading commitment to make all its plastic packaging reusable, recyclable or compostable by 2025. They build on a long history of industry-leading action on plastic alternatives, which saw Dove avoid the use of more than 10,000 tonnes of virgin plastic in the last decade.



*Marcela Melero, Dove Global Skin Cleansing Vice President, explains:*

**"At Dove, we believe in care that goes further: for our consumers as well as our planet. We are passionately committed to being one of the brands making the biggest impact against plastic waste. We know we're not perfect, but we can't afford to wait. We're working to have the biggest positive impact we can, as quickly as we can, and empowering others to do the same."**

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# CONTACT INFORMATION

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*Dove*  




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