



ENRICH THE CUSTOMER EXPERIENCE
WITH RITUALS HOTEL COLLECTIONS

“Rituals is the ideal partner for hotels that want to provide a luxurious, relaxing guest experience while maintaining the utmost respect for the planet.”



A WARM AND WELCOMING STAY

As a unique and luxurious wellbeing brand, Rituals is the perfect partner to help offer your guests a more meaningful stay. Your guests will experience a feeling of ease and cosiness as they encounter Rituals products at every step of their stay.

Whether travelling for business or leisure, we believe that every new day presents an opportunity to create more meaningful moments. By helping you enhance your service with a touch of everyday indulgence, Rituals helps your guests find a moment of peace and, most importantly, a place of extraordinary comfort.

Our exclusive and luxury range of hotel amenities and dispensers will significantly impact your guests’ entire journey. Rituals can create a unique atmosphere, anywhere in the world, from the lobby to their hotel room, with signature fragrances created by the world’s best perfumers.

Discover our innovative and sustainably produced collections of luxurious home & body care products specially designed to impress and surprise your guests. We can help you turn everyday routines into more meaningful moments and enrich your guests’ stay, from arrival to departure.

Raymond Cloosterman
Founder of Rituals Cosmetics

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THE RITUALS GUEST EXPERIENCE

A warm welcome

Upon arrival at the hotel, your guest is immediately greeted with a friendly smile, a cup of Rituals tea and the scent of exquisitely scented candles and fragrance sticks. A welcoming and relaxing start to the guest's hotel journey.

Once they get to their room, they'll see a Rituals gift on the pillows and luxurious body care products besides the sink and in the shower. Moving on to the hotel spa, the customer journey continues with more Rituals products to help them relax, unwind and reconnect body, mind and soul. The peaceful scene is set with Rituals tea, refreshing fragrances and soothing candlelight.

When it's time to check out, the guest finds a display of carefully selected Rituals retail products in the lobby – the perfect way to take the hotel experience back home.



The Rituals of Jing Boutique Line | 30 ml

THE RITUAL OF JING HOTEL COLLECTION

your path to inner peace

A collection of amenities and dispensers, inspired by the ancient Chinese concept of Jing, representing calmness, stillness and tranquillity. The Ritual of Jing helps your guests to create a personal sanctuary where they can escape from the hectic pace of everyday life.

THE RITUAL OF JING BOUTIQUE LINE 30 ML

There are 5 products available in The Ritual of Jing boutique line: shampoo, conditioner, shower gel, body lotion and a 25 g soap bar.



THE RITUAL OF JING HOTEL COLLECTION DISPENSERS & REFILLS

Enrich your guests' entire stay with our exclusive range of The Ritual of Jing hand soap, lotion, shampoo, and shower gel which help you relax and enhance your sleep. They are available in sustainable 300 ml and 1 L refill sizes. These products can be combined with the wall-mounted bottle holder.





The Ritual of Mehr Boutique Line | 30 ml

THE RITUAL OF MEHR HOTEL COLLECTION

energise your soul

The Ritual of Mehr collection was created to boost body and soul with a burst of positivity. Infused with sweet orange and cedar wood, this collection will fill your guest's heart with happiness.

THE RITUAL OF MEHR BOUTIQUE LINE 30 ML

There are 5 products available in The Ritual of Mehr boutique line: shampoo, conditioner, shower gel, body lotion and a 25 g soap bar.



THE RITUAL OF MEHR HOTEL COLLECTION DISPENSERS & REFILLS

Offer your guests an energising experience with our exclusive range of hand soap, lotion, shampoo, and shower gel in sustainable 300 ml and 1 L refill sizes. These products can be combined with the wall-mounted bottle holder.





Luxury Line | 47 ml

THE RITUAL OF KARMA HOTEL COLLECTION

do good and good will come your way

The Ritual of Karma was designed to help you radiate positivity by living with good intent. Speak well of others, think positive thoughts, do good deeds and this will return to you. Enriched with white tea and lotus, The Ritual of Karma collection inspires people to be kind to others and spread positive vibes.

THE RITUAL OF KARMA BOUTIQUE LINE 30 ML & LUXURY LINE 47 ML
There are 5 products available within both The Ritual of Karma amenity lines:
shampoo, conditioner, shower gel, body lotion and a 25 g or 40 g soap bar.



THE RITUAL OF KARMA HOTEL COLLECTION DISPENSERS & REFILLS

Uplift your guests' mood, with our exclusive range of hand soap, lotion, shampoo and shower gel in sustainable 300 ml and 1 L refill sizes. These products can be combined with the wall-mounted bottle holder.





HOTEL STYLING ITEMS

provide the Rituals experience in every area

The Rituals white marble tray helps to present our hotel collection in the most beautiful and functional way. We have different solutions and options available.

The chrome wall-mounted bottle holders are available in a single and duo version, the black and white ABS bottle holders also come in a triple version. The Rituals 30 ml amenities will all fit neatly inside the Rituals white vanity box.



FRAGRANCE SOLUTIONS

enrich your senses

A beautiful scent can inspire and conjure wonderful memories. Choose from a great selection of fragrance solutions for hotel rooms and public areas to elevate your guests' hotel experience. All products are available in The Ritual of Jing, The Ritual of Mehr, The Ritual of Karma, and a selection from our luxurious Private Collection.

In addition to these items, we have also developed an innovative fragrance system for larger areas, such as the hotel lobby or gym, the l'Atelier du Parfum. This technologically advanced system employs an online portal that allows you to control both fragrances' activation times and intensity. We have various ambience enhancing aromas available for the cartridge.



TEA CEREMONY

In the hospitality industry, paying attention to details makes the difference. Serving exquisite tea is a small but impactful gesture that will surprise and delight your guests. Go the extra mile by offering your guests a cup of complimentary tea at check-in and add our tea and accessories to each room and your spa area. Rituals tea is available in The Ritual of Jing.

The sensation of the warm cup filled with aromatic tea will help your guest slow down and relax. With a rested mind, body and spirit, their journey with you will definitely remain in their hearts.



MINI GIFT

Happiness lies in the smallest of things, so surprise your guests while paying attention to the little details. Add a personalised and unique touch to the hotel room with a special gift. The custom gift set will ensure your guests feel welcomed and appreciated during their stay. Rituals has a mini gift available in The Ritual of Jing, The Ritual of Mehr and The Ritual of Karma.



WELLBEING EXPERIENCE

time to relax

SPA
Offer your guests a bespoke, hotel-class spa experience enriched with our Rituals Collections. Send them off into another world - a world of relaxation, serenity, delightful fragrances, calming candlelight, and delicious teas.

YOGA & MEDITATION
As an extra service, your guests can download the Rituals App for free. In the comfort of their own hotel room, they can find a moment of peace in the ebb and flow of their daily lives with meditations, yoga exercises, or read articles in the online magazine.



RETAIL PRODUCTS & GIFTS

extend the experience

Help your guests take the experience home. As an extra service, you can offer a selected assortment of Rituals products – available for purchase at reception*.

*Shown in a branded display. Branded display is subject to requirements.
Not for retail services outside the hotel.



PROUD TO BE B CORP™



NATURAL
>90%
ORIGIN

Sustainability plays a key role in our brand mission - wellbeing for both people and planet is important, now more than ever. We take a holistic approach when it comes to sustainability, throughout our three pillars – Clean, Conscious & Caring – and we aim to improve our sustainability efforts at a product, corporate and community level. As of January 2022, Rituals is also a Certified B Corporation™, meeting the highest standards of verified social and environmental performance.

All Rituals hotel amenity collections are sustainably produced with respect for the planet and are vegan friendly. All bottles are made from recycled plastic and products are formulated with ingredients of over 90% natural origin.



Rituals has been a proud supporter of Tiny Miracles since 2011. They are a pioneering foundation and for-purpose company (and a Certified B Corp™) that has found a way to enable people who are excluded from society and live below the poverty line to seize a life full of new opportunities and take their future into their own hands. Rituals contributes to the salaries needed to pay for education, healthcare, and helps to provide the community with work and income, which will enable them to break their own poverty cycle.

You can now offer your guests a special handmade Tiny Miracles pouch, which can be filled with Rituals amenities. With this unique product, you are helping us contribute to the future wellbeing of these communities in India. By doing so we all take (tiny) steps towards a better world.



OUR PHILOSOPHY

Happiness can be found
in the smallest of things.

It is our passion to turn everyday
routines into more meaningful moments.

Your Body. Your Soul. Your Rituals.