

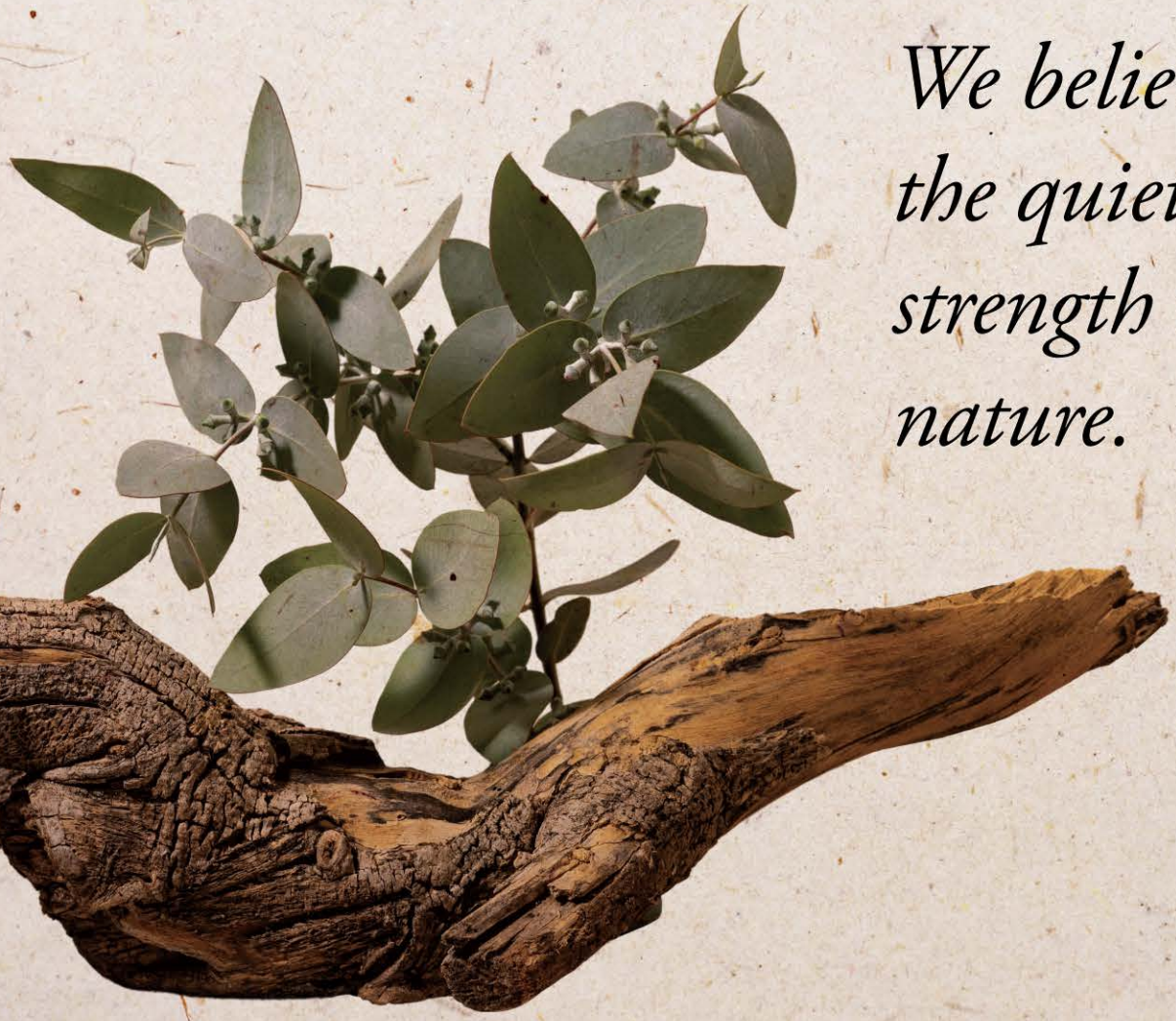


ROOTS

AROMATHERAPY

PRESENTED BY
HOTEL EMPORIUM

BRAND MANIFESTO



*We believe in
the quiet
strength of
nature.*

In every drop of oil, a story unfolds—of eucalyptus leaves dancing in the Australian sun, of steam curling up from a cup of spearmint tea.

Roots Aromatherapy is a return to clarity, to calm, to your elemental self. Crafted with intention and inspired by Australia's wild purity, it is more than care for the body. It's a sensory ritual that grounds, uplifts, and renews.



BRAND STORY

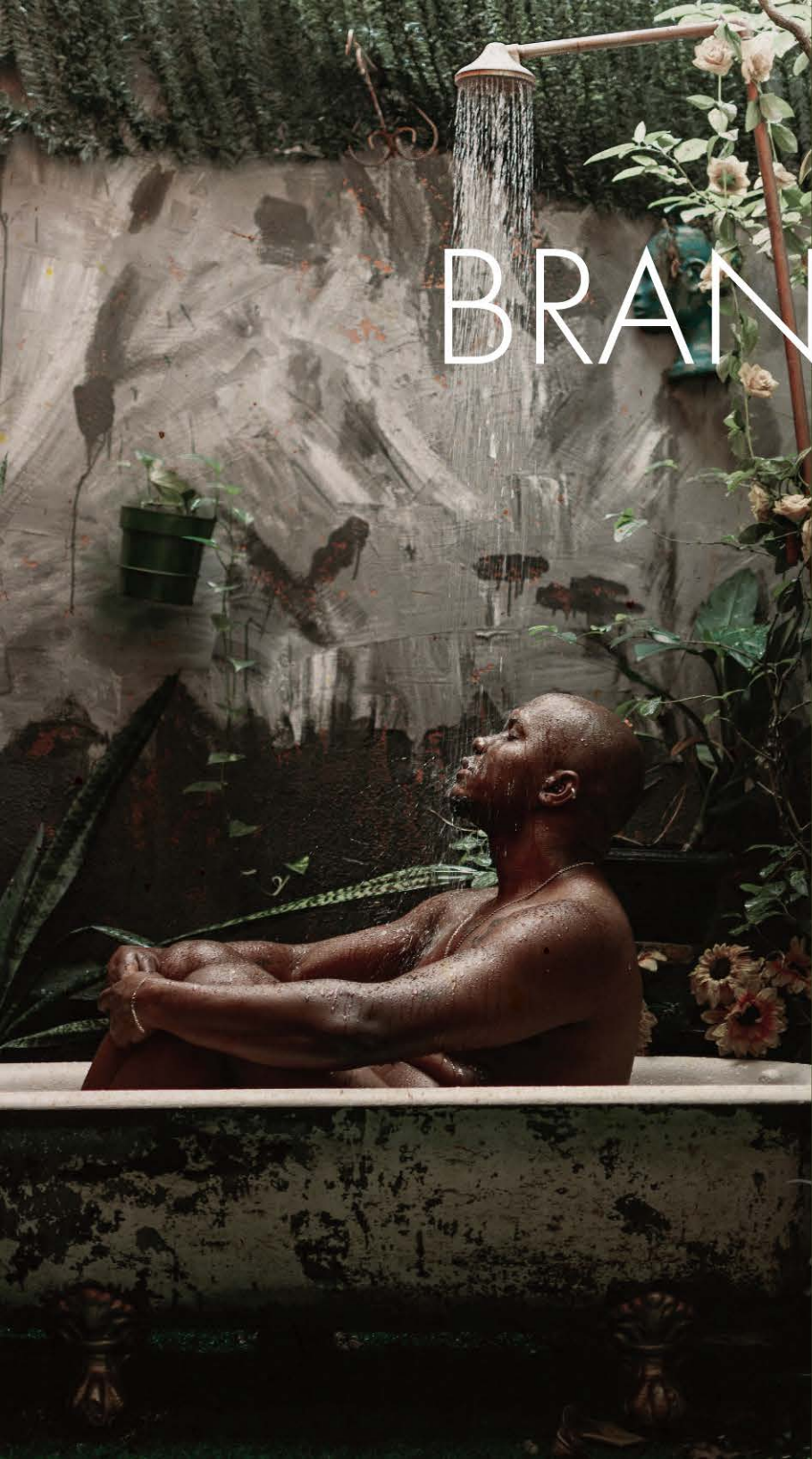
Inspired by the Beauty of Australia

Born from the untouched landscapes of Australia, where eucalyptus forests meet morning mist and native herbs steep under golden sun, Roots Aromatherapy brings the healing essence of nature into everyday rituals.

Our collection of revitalizing bathroom essentials is crafted with therapeutic, plant-derived essential oils, selected not just for their scent, but for their power to restore balance in both skin and spirit.

At the heart of each formula lies the crisp clarity of Australian eucalyptus, grounded by soothing spearmint tea—a pairing designed to refresh the body from root to tip and invite calm into the chaos of modern life.

Gentle enough for the most sensitive skin and evocative enough to transform your shower into a sanctuary, Roots Aromatherapy reconnects you to what's essential through scent, sensation, and the wisdom of the wild.

A photograph of a man with a shaved head and a goatee, wearing a thin necklace, sitting in a bathtub. He is looking up at a showerhead that is spraying water. The showerhead is part of a larger fixture that looks like a waterfall. The background is a wall with a textured, painted appearance, and there are various plants and flowers around the shower area.

BRAND PERSONAS

The Mindful Jetsetter

Wellness-focused, always looking for calm amid travel.

"The eucalyptus blend grounds me after flights and helps me reset. It turns a hotel bathroom into a space that feels curated for wellness, not just function."

—Claire B.

The Green Guest

Eco-conscious, values vegan, sustainable packaging.

"It's one of the few hotel collections I trust - both for what's inside and how it's packaged. It feels like a step in the right direction, not just a nod to eco."

—Antoine D.

The Executive Unwinder

Stays in high-end hotels and sees bath rituals as sacred.

"It's calming, masculine without being obvious, and smells expensive. After back-to-back meetings, I just want that one moment to decompress—and this gives it to me." —Marcus S.

SUSTAINABILITY

From Root to Ritual



Recyclable Tubes,
Bottles, & Boxes



Paraben Free
& Cruelty Free



RSPO Certified
Soap Noodles

At Roots Aromatherapy, every element—from formulation to packaging—is crafted with conscious intent. We pair this with packaging choices that minimize waste: vegan leather travel bags, recyclable boxes made from 100% post-consumer paper, and durable, refillable dispenser systems designed to reduce single-use plastics across hotel rooms. Our wall-mounted bottles not only ensure hygiene and ease of use but also support bulk refill programs that cut down significantly on per-room waste.

While we actively reduce our environmental footprint today, we're also committed to tomorrow—aiming for carbon-neutral shipping and introducing compostable refills as part of our path toward full circularity.



FRAGRANCE

FRAGRANCE TYPE

Fresh

HEART NOTES

EUCALYPTUS, LAVENDER



TOP NOTES

LEMON, EUCALYPTUS



BASE NOTES

AMBER, MUSK















CLASSIC COLLECTION



CONDITIONING SHAMPOO
Tube with Flip Cap
30ml / 1.0 fl oz



SHAMPOO
Tube with Flip Cap
30ml / 1.0 fl oz



CONDITIONER
Tube with Flip Cap
30ml / 1.0 fl oz



BODY WASH
Tube with Flip Cap
30ml / 1.0 fl oz



BODY LOTION
Tube with Flip Cap
30ml / 1.0 fl oz



SOAP
Paper Pleat Wrap
28g / 1.0 oz



SOAP
Paper Box
40g / 1.4 oz



SHOWER CAP
Paper Box
One Size



CONDITIONING SHAMPOO
Bottle with Flip Cap
45ml / 1.5 fl oz



SHAMPOO
Bottle with Flip Cap
45ml / 1.5 fl oz



CONDITIONER
Bottle with Flip Cap
45ml / 1.5 fl oz



BODY WASH
Bottle with Flip Cap
45ml / 1.5 fl oz



BODY LOTION
Bottle with Flip Cap
45ml / 1.5 fl oz



HAND WASH
V-Top Dispenser
360ml / 12.17 fl oz



BODY LOTION
V-Top Dispenser
360ml / 12.17 fl oz



HAND LOTION
Base Lock Dispenser
360ml / 12.17 fl oz



SHAMPOO
Bottle with Pump Cap
360ml / 12.17 fl oz



CONDITIONER
Bottle with Pump Cap
360ml / 12.17 fl oz



BODY WASH
Bottle with Pump Cap
360ml / 12.17 fl oz



BODY LOTION
Bottle with Pump Cap
360ml / 12.17 fl oz



SHAMPOO
Floating Dispenser
380ml / 12.8 fl oz



CONDITIONER
Floating Dispenser
380ml / 12.8 fl oz



BODY WASH
Floating Dispenser
380ml / 12.8 fl oz



BODY LOTION
Floating Dispenser
380ml / 12.8 fl oz

EARTH COLLECTION



SHAMPOO
Tube with Flip Cap
30ml / 1.0 fl oz



CONDITIONER
Tube with Flip Cap
30ml / 1.0 fl oz



BODY WASH
Tube with Flip Cap
30ml / 1.0 fl oz



BODY LOTION
Tube with Flip Cap
30ml / 1.0 fl oz



SOAP
Paper Pleat Wrap
28g / 1.0 oz



SOAP
Paper Box
40g / 1.4 oz



SHOWER CAP
Paper Box
One Size



SHAMPOO
Bottle with Flip Cap
45ml / 1.5 fl oz



CONDITIONER
Bottle with Flip Cap
45ml / 1.5 fl oz



BODY WASH
Bottle with Flip Cap
45ml / 1.5 fl oz



BODY LOTION
Bottle with Flip Cap
45ml / 1.5 fl oz



HAND WASH
V-Top Dispenser
360ml / 12.17 fl oz



BODY LOTION
V-Top Dispenser
360ml / 12.17 fl oz



HAND LOTION
Base Lock Dispenser
360ml / 12.17 fl oz



HAND LOTION
Base Lock Dispenser
360ml / 12.17 fl oz



SHAMPOO
Bottle with Pump Cap
360ml / 12.17 fl oz



CONDITIONER
Bottle with Pump Cap
360ml / 12.17 fl oz



BODY WASH
Bottle with Pump Cap
360ml / 12.17 fl oz



BODY LOTION
Bottle with Pump Cap
360ml / 12.17 fl oz



SHAMPOO
Floating Dispenser
380ml / 12.8 fl oz



CONDITIONER
Floating Dispenser
380ml / 12.8 fl oz



BODY WASH
Floating Dispenser
380ml / 12.8 fl oz



BODY LOTION
Floating Dispenser
380ml / 12.8 fl oz

ON-THE-GO WITH A TRAVEL-FRIENDLY BOX & BAG.



Travel Bag
Made with Vegan
Leather

Carry All Box
Made with post-consumer
recycled paper

GUEST EXPERIENCE

The Jet Lag Reset Ritual

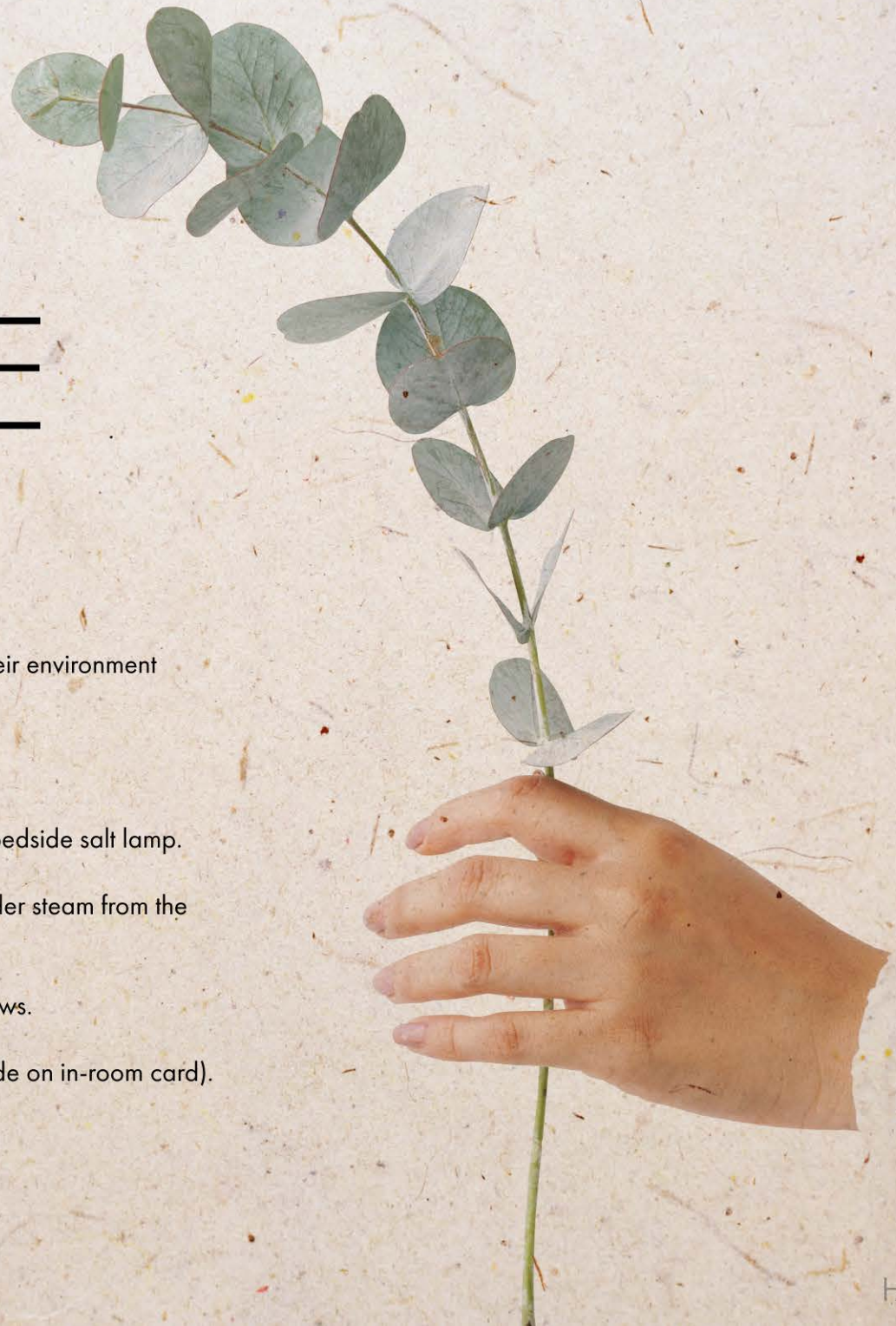
Helps guests settle into a new time zone and feel gently anchored in their environment after long-haul travel.

Step 1: Close blackout curtains and turn on soft ambient lighting or a bedside salt lamp.

Step 2: Run a hot shower and deeply inhale the eucalyptus and lavender steam from the Roots Aromatheapy shampoo and body wash.

Step 3: Massage in lotion while lying down with legs elevated on pillows.

Step 4: Finish with a short audio-guided grounding meditation (QR code on in-room card).



TRUSTED BY



WORLDMARK
BY WYNDHAM

USA, CANADA, MEXICO
(EXCEPT HAWAII)

**CLUB
WYNDHAM**

USA, CANADA, MEXICO

WYNDHAM
HOTELS & RESORTS

DENMARK, FRANCE,
GERMANY, HUNGARY, ITALY,
NETHERLANDS, SPAIN,
PORTUGAL

**SHELL
VACATIONS
CLUB**

USA, CANADA, MEXICO



CALIFORNIA, USA


QUEST
APARTMENT HOTELS

AUSTRALIA, NEW ZEALAND,
FIJI, UNITED KINGDOM

THANK YOU

www.rootsaromatherapy.com



available at
amazon



HOTEL EMPORIUM

Quality and Service You Can Trust.

www.hotelemporium.com

