



what's in it for me..?

What's In It For Me..? is a bold, contemporary hotel amenities collection designed for guests who expect both luxury and quality. By pairing advanced formulations with premium botanical extracts, this collection provides visible results that elevate the standard of in-room care. The brand identity is rooted in a playful British design aesthetic, featuring expressive typography and vibrant packaging that creates a distinctive visual style far removed from traditional, muted hotel amenities.

Guests are treated to a fragrance experience that combines vibrant fruit notes, florals, and musks for a truly memorable, self-indulgent sensory journey. Beyond the aesthetic, the collection is built on a foundation of responsibility. The bottles are crafted from 50% Global Recycled Standard-certified materials and features mini bottles and larger bottles, the larger of which has the option for a tamper-resistant floating bracket system.

Eco-Conscious: Made from 50% GRS-certified materials.

Responsible Formulation: Free from dimethicone, silicones, SLS, phthalates, and animal testing. Formulated in accordance with strict European safety standards.

Botanical Enrichment: Enriched with botanical extracts and skin-friendly ingredients to provide effective cleansing and hydration.

Signature Fragrance: Professional-grade scents crafted for self-indulgence. A curated fusion of vibrant fruits, lush florals, and sophisticated musks—available in two unique fragrances.

FRAGRANCE PROFILE - Self Crush

TOP NOTES: Grapefruit, Pineapple, Tangerine, Strawberry

MIDDLE NOTES: Peony, Orchid, Red Berry, Jasmine, Lily of the Valley

BASE NOTES: Musk, Wood, Oakmoss

FRAGRANCE PROFILE - Cooler Than You

TOP NOTES: Grapefruit, Orange, Blackcurrant

MIDDLE NOTES: Orange Blossom, Mint, Rose

BASE NOTES: Vetiver, Amber, Iris

A bold British hospitality collection combining retail-grade fragrance, playful design and self-expressive personality to create a memorable guest experience.

PRODUCT	SIGNATURE INGREDIENTS						
SHAMPOO	Ginkgo Biloba Leaf Extract, Grape Seed Extract, Passiflora Seed Oil	✓	✓	✓			✓
CONDITIONER	Coconut Oil, Passiflora Seed Oil, Argan Kernel Oil, Shea Butter, Althaea Root Extract	✓	✓	✓	✓	✓	✓
BODY + HAND WASH	Aloe Vera Extract, Grapefruit Extract, Peppermint Extract, Lemongrass Oil	✓	✓	✓			✓
HAND + BODY LOTION	Grapefruit Extract, Sweet Almond Oil, Panthenol	✓	✓	✓	✓	✓	✓
SOLID SOAP BAR	100% Vegetable Oil Base, Grapefruit Extract, Lime Extract, Ginger Root Extract	✓	✓	✓	✓	✓	✓



VEGAN



NOT TESTED ON ANIMALS



PARABEN FREE



SULPHATE FREE



SLS FREE



PHTHALATE FREE

With over 75 years of experience, Eden Textile has built trust providing high quality products and exceptional client service. Contact us to discuss your amenity options in detail.

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ITEM	SKU	DESCRIPTION	ITEM SIZE	CASE PACK
SOAPS	WIIFM-SOAP20G	COOLER THAN YOU SOLID SOAP BAR	0.7 OZ / 20 G	400
TUBES (30 ML)	WIIFM-SHAM30ML	SELF CRUSH SHAMPOO	1.01 FL.OZ / 30 ML	300
	WIIFM-COND30ML	SELF CRUSH CONDITIONER	1.01 FL.OZ / 30 ML	300
	WIIFM-BGEL30ML	COOLER THAN YOU BODY + HAND WASH	1.01 FL.OZ / 30 ML	300
	WIIFM-BLTN30ML	COOLER THAN YOU HAND + BODY LOTION	1.01 FL.OZ / 30 ML	300
REFILLABLE PUMP BOTTLE (380 ML)	WIIFM-SHAM380ML	SELF CRUSH SHAMPOO	12.8 FL. OZ / 380 ML	20
	WIIFM-COND380ML	SELF CRUSH CONDITIONER	12.8 FL. OZ / 380 ML	20
	WIIFM-BGEL380ML	COOLER THAN YOU BODY + HAND WASH	12.8 FL. OZ / 380 ML	20
	WIIFM-BLTN380ML	COOLER THAN YOU HAND + BODY LOTION	12.8 FL. OZ / 380 ML	20

Invisible Floating Bracket System

We recommend the invisible floating bracket system and their coinciding bottles which keeps your personal care products fixed in place with a clean and modern look. The bottle is mounted on a discreet bracket and equipped with a key for easy bottle replacement. It is also made from environmentally friendly and recyclable plastic, for operational cost savings and sustainability.

- Hygienic, non-refillable bottles prevent contamination
- Efficient replacement reduces operational costs
- Innovative liquid viewing window allows easy visibility
- Tamper-resistant and anti-theft system ensures safety



ITEM	SKU	DESCRIPTION	ITEM SIZE	CASE PACK
BRACKET SYSTEM	ECORABRKT-BLK	INVISIBLE FLOATING BRACKET SYSTEM	BLACK	100
	ECORABRKT-WHT	INVISIBLE FLOATING BRACKET SYSTEM	WHITE	100

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12.8 FL. OZ / 380 ML



INVISIBLE FLOATING BRACKET



0.7 OZ / 20G



1.01 FL. OZ / 30 ML

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