Sincerely®

# For moments *made better*






# Our Story

**Sincerely was created to meet the real needs of modern accommodation providers — offering a better way to source amenities that are beautiful, effective, and aligned with sustainability values.**

We saw the gap between what hotels wanted to offer and what was available, and designed a collection that bridges that divide.

Our clean, high-performing formulations are paired with refined packaging and practical dispensing systems built to enhance the guest experience while simplifying operations.

*Sincerely is a considered solution that works as well behind the scenes as it does on display.*

# Our Product *Range*

Sincerely Organics

Sincerely Clean






# Sincerely *Organics*

**Sincerely Organics is a beautifully made personal care range designed to be gentle on the skin and kind to the planet.**

Made with 98.7% naturally derived ingredients and organic extracts certified by Ecocert Greenlife to the COSMOS standard, every formula is free from harmful chemicals and toxins — offering a pure, elevated experience your guests will notice. From biodegradable wheat straw tubes to refillable bottles and bulk refills, Sincerely Organics is designed to bring beauty, integrity and intention into every bathroom moment.

## The range includes:

- Shampoo
- Conditioner
- Hand + Body Wash
- Body Lotion
- Pleat soap

## Available in:

- 500ml Pump Bottles
- 30ml Wheat Straw Tubes
- 5L Refill
- 20g Pleat Soap










Sincerely
ORGANICS
HAND +
BODY WASH
Aloe Vera + Rosemary
BODY LOTION
SHAMPOO
CONDITIONER




# Sincerely *Clean*

**Sincerely Clean is a modern, elevated take on everyday guest essentials — infused with the freshness of Australian Lemon Myrtle and crafted to leave a lasting impression.**

Formulated with care and certified for skin safety (CPSR), each product delivers a clean, gentle experience through ingredients that uplift the senses and support daily rituals.

From biodegradable wheat straw tubes to refillable 500ml bottles and 5-litre bulk refills, Sincerely Clean is designed to reduce waste while enhancing the feel and flow of every stay.










## The range includes:

- Shampoo
- Conditioner
- Hand + Body Wash
- Body Lotion
- Pleat soap

## Available in:

- 500ml Pump Bottles
- 30ml Wheat Straw Tubes
- 5L Refill
- 20g Pleat Soap


Sincerely
CLEAN
SHAMPOO
Lemon Myrtle
CONDITIONER
HAND +
BODY WASH
BODY LOTION
SOAP BAR

# Environmental *Credentials*

Our packaging isn't just beautiful — it's built to reduce environmental impact at every step.

## 1. Wheat Straw Tubes

Made from renewable agricultural waste like straw and rice husk, these tubes are biodegradable, BPA-free, and a sustainable alternative to traditional plastic.

## 2. GRS-Certified PCR Plastic

Our 500ml bottles are crafted from post-consumer recycled plastic, verified by the Global Recycled Standard to ensure ethical, low-impact production.

## 3. EcoPure® Additive

An organic compound added to our plastics that accelerates biodegradation* in landfill and marine environments — helping solve the plastic pollution problem from the inside out.

# The Refill *System*

**Designed for practicality, our refill system makes restocking simple and fast.**

500ml bottles are held in place by tamper-proof wall brackets that open with a magnet key. The arm lifts easily across the bottle neck, allowing quick removal and refill.

Compact and practical, the magnet key fits seamlessly onto housekeeping keyrings, ensuring it's always on hand when needed.

*A sleek solution for managing personal care items without the worry of theft or tampering.*





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