



Abama Hotels embraces amenities ‘with a soul’ formulated in the image and likeness of the destination

- Vegan, eco-friendly shower gels, shampoos, conditioners and lotions designed exclusively for guests of Abama Hotels – parent brand of Las Terrazas de Abama Suites and Jardines de Abama Suites – and developed by an artisanal company using natural products sourced within the archipelago

The experience of entering the facilities that make up [Abama Resort Tenerife](#) is perceived, almost without realizing, through all five senses.

The lushness of the landscape and the fluid architecture, harmoniously integrated into its surroundings, combine to envelop new arrivals in the unique and original soundtrack of the tourist resort. These exquisitely crafted notes find an incomparable partner in the exclusive scents permeating the air thanks to the beauty and personal care products custom-created for guests of **Abama Hotels** by local firm **Alma de Canarias**.

A sunny day caressed by the cool, relaxing breezes that flow across southern Tenerife from the Atlantic Ocean. This is the image evoked in the mind of those ushered in by the scents and sensations of the amenities created in the image and likeness of **Abama Hotels** to welcome and surprise its guests.



‘Emotional and sensory marketing is a key tool in hotel development,’ explains Adrián Almirante, director of Abama Hotels. ‘At our hotels, we focus on creating an immersive, sustainable and healthy experience, incorporating the latest trends in which digitalization, sensory perception, scent marketing, wellness, emotion detection, audiovisual media, décor and comfort all adapt to the different reasons travellers visit us: work, leisure, culture, gastronomy, etc.’

This is the aim of the elements found in our ‘Sunny Day’ shampoo and conditioner – with aloe vera and olive oil notes in the first and jasmine in the second – which guests can enjoy free of charge during their stay at **Las Terrazas de Abama Suites** and **Los Jardines de Abama Suites**.

Refreshing citrus flowers meld with olive oil in the ‘Canary Wind’ body cream. Organic olive oil, an indisputable hallmark of the Canary Islands, makes another appearance alongside blackberry leaves in the shower gels. And shea butter adds notes of Tenerife’s subtropical climate to the SPF 30 sun cream, available for complimentary use by guests at the resort's swimming pools and also for sale in the shop for those who want to take it along in their beach bag.

The amenities custom-created exclusively for guests of **Abama Hotels** embed in the memory sensory experiences that make an indelible imprint on the mind of wonderful days of enjoyment in Tenerife. What is more, they embody the values of local sourcing and sustainability that define the resort’s philosophy, as 100% Canary Islands artisanal products developed by the small firm **Alma de Canarias** using totally natural, organic, sustainable raw materials that are vegan certified.

These exclusive complimentary products for guests of **Abama Hotels** are also packaged in ‘containers manufactured using recycled materials, thick enough for multiple uses, allowing them to be washed and refilled, giving them a long life and fostering environmental sustainability,’ explains Adrián Almirante.

About Alma de Canarias

Alma de Canarias is a small local Canary Islands company recognized by the Canary Islands Government as an artisan firm. Under the leadership of partners Luca Fissolo and Alberto Sanino, it has been operating since 2006, developing cosmetics, personal care and perfume products using formulas 100% based on natural, vegan, organic products, preferably locally sourced. They also use natural preservatives and are paraben-free.

After years of developing the formulas and supplying their products to individuals and visitors from points of sale, the crisis sparked by the 2020 outbreak of the pandemic created an opportunity to embark on a new marketing path for the company’s products: creating exclusive formulas for amenities offered at luxury establishments on the islands.

This gave rise to the product line inspired by Abama Resort Tenerife, which the makers describe as ‘recalling and taking us back to the landscape and environment of Abama, thanks to the inspiration in the ocean, the sea, present in the refreshing citrus flowers, olive oil, aloe vera, blackberry leaves, jasmine and shea butter’.

‘We have created the formula in the manner of ancient alchemists, testing and producing samples for the client, incorporating the requested changes until we found the perfect composition for Abama.’

