

Crystalbrook Collection Becomes the First Australian Hospitality Group with 100% Waste-Free Bathroom Amenities

23 March 2021 – Crystalbrook Collection, one of Australia’s leading sustainable hospitality companies, has become the country’s first hospitality group to offer 100% waste-free bathroom amenities. Through an industry-leading partnership with the world’s leading luxury hotel amenities provider Vanity Group, all properties in the Crystalbrook Collection will redefine sustainable luxury in Australia.

Since launching their first hotel in 2018, Crystalbrook has saved more than 2.3 million single-use plastic bathroom amenities from entering landfill through the use of custom-created in-room hand, hair and body lotions featuring Australian Rosella and Davidson Plum essential oils.

Expanding their *Sustainable Bathrooms* further, now all bathroom products are either recyclable or biodegradable, including a toothbrush and comb made from sugarcane and cornstarch.

The final step in achieving 100% waste-free bathroom amenities has been the introduction of an EcoPure® lining in the packaging used for all bathroom amenities. The organic additive within the lining activates enzymes in the packaging to assist in the biodegrading process, ensuring no waste is left behind.

With environmental consideration more important than ever, Crystalbrook Collection’s partnership with VANITY GROUP has reaffirmed their commitment to Responsible Luxury, solidifying their position as an industry leader for sustainability.

[Read more on Crystalbrook Collection’s Responsible Luxury sustainability initiatives.](#)

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About Crystalbrook

Crystalbrook is one of Australia’s leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales – opening June 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Superyacht Marina in Port Douglas along with Crystalbrook Station and its subsidiary pastoral businesses.

Responsible Luxury

[Responsible Luxury](#) and sustainability is at the forefront of the way Crystalbrook thinks and operates.

At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Farming their own beef
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from cornstarch and sug

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is part of Ghassan About Group promoted by international entrepreneur and philanthropist Ghassan About. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

About Vanity Group

VANITY GROUP is a global cosmetics market leader, established in 2011 with an Australian entrepreneurial spirit. VANITY GROUP provides an ensemble of luxury proprietary and licensing cosmetic brands whilst focusing on the design, development, manufacture and marketing of premium skincare and haircare hotel amenity products.

Headquarters based in Sydney, Australia and with a regional office in Shanghai, China, VANITY GROUP comprises of advanced research and creative laboratories, ultra-modern manufacturing facilities, an in-house master design studio and an extensive warehousing and distribution network in over 75 countries. We are creators of everything beautiful and masters of storytelling through visual design, fragrances and scents that create emotional connections to products we deliver around the world. A company of choice to hotel groups around the globe.

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