

FRIENDS BY DESIGN - OCÓO PARTNERS WITH DESIGN HOTELS™.

BERLIN, June 2011 – OCÓO and Design Hotels™, the network of over 200 privately managed hotels in 40 countries are set to work together.

OCÓO, the drinkable beauty innovation and the international hotel and lifestyle brand Design Hotels™ have joined forces. Both partners share a love not only for discerning design but also for forward thinking ideas and products. The launch of this partnership will take place at Design Hotels™ annual membership conference from 8th – 10th of June in Berlin.

“We’re really looking forward to working with Design Hotels™” said the dynamic team of entrepreneurs behind the revolutionary beauty drink OCÓO, “Both of us strive to give our customers a unique experience, be it in one of the world’s most outstanding hotels or from each bottle of delicious OCÓO. What a truly beautiful combination!”.

ABOUT OCÓO.

Beauty has never been so delicious. OCÓO is the first fruity, delicious beauty drink for glowingly beautiful skin and hair. The effects are proven by over 80 international studies. Its individually developed active-ingredient complex combines leading scientific know-how with refreshing, fruity taste. The drink is made with the best natural, anti-oxidative ingredients: six red Power Berries (pomegranate, açai, aronia, cranberry, black current and red grape), green and white tea extracts and valuable vital substances (including biotin, zinc, selenium and copper). It is naturally free of preservatives, food coloring and added sugars. One bottle contains 50 calories.

OCÓO is run by a young, independent company: pure product GmbH of Hamburg. It all started with a question posed among friends: “Why can’t a cosmetic be drinkable?”. This led to three years of work with leading dermatologists and nutritionists and, ultimately, the delicious, drinkable beauty revolution that is OCÓO.

The Beverage Oscars – OCÓO received several accolades at the recent Beverage Innovation Functional Drink Awards held in Washington DC, including being named the world’s Best Functional Drink Brand.

Also a recipient of the red dot design award, OCÓO is available at an increasing number of premium locations (Galeries Lafayette, Hotel Adlon, Vapiano restaurants, Käfer delicatessen, DesignHotels and more) as well as at www.ocoo.de

ABOUT DESIGN HOTELS™.

Design Hotels™ represents and markets a curated selection of more than 200 independent hotels in over 40 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an “Original,” someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each “Original” stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore and Perth.

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winner 2010

