

The background image is a high-quality photograph of a hotel room's amenities. On the left, a stack of four neatly folded white towels is piled up. To the right, a wooden tray holds three small, clear plastic bottles with black caps, containing yellow and white liquids. Next to the bottles is a small, white, square-shaped pot containing a green succulent plant. The entire scene is set against a blurred background of a hotel room with a window and curtains.

DIVERSIFIED

LUXURY GUEST AMENITIES

Curating guest environments that stir emotions and exude elegance

COMPANY PROFILE & PRODUCT PORTFOLIO · 2026



OUR BRAND STORY

A partner in crafting unforgettable experiences

Diversified is a purveyor of high-end luxury amenities for the finest premium hotels, airlines, royal palaces, hospitals, spas, gyms and golf clubs across the GCC, Lebanon, the Maldives, Seychelles, Mauritius, South Africa and Iraq.

We are more than a supplier. We collaborate with our clients to elevate guest experiences — turning every stay, every treatment and every moment into something truly memorable.

EST. 1998

GCC · LEVANT · INDIAN OCEAN · AFRICA · IRAQ

WHAT WE DO

Exclusive distribution, curated for hospitality

Established in 1998, we are the exclusive hospitality distributor of Molton Brown across the GCC, the Levant, Mauritius, Seychelles, South Africa and Iraq — and represent premium international houses across a wide product range, several of them exclusively.



OUR HISTORY

Nearly three decades of trusted partnerships



1998

Established
in Dubai

1999

Molton Brown
exclusive agreement

2005

H2K & Aigner exclusive
agreements

2008

First own brand
launched

2018

Second own brand
launched

2024

New company
ownership

2025

- Six new exclusive
supplier
agreements
- Own Brands re-
badged into M'STQ

2026

- Saudi Arabia &
South Africa offices
opened
- Layali & off.hours.
launched

THIS DEFINES OUR BRAND

Vision, mission and values



Vision

To be the preferred partner of choice
in the hospitality and wellness sectors.



Mission

Partnering with our clients to curate
guest environments that stir emotions
and exude elegance.



Values

Client centricity. Service excellence.
Integrity and accountability.

Our purpose — *to create cherished and memorable experiences for our clients' guests.*

TRUSTED BY

Some of our valued clients

- Jumeirah Hotels & Resorts
- Emirates Palace Mandarin Oriental
- Swiss-Belhotel International
- Erth Abu Dhabi
- UAE Government
- Accor
- Address Hotels + Resorts
- Braira Hotels & Resorts
- flydubai
- Arabian Ranches Golf Club
- Marriott
- Rixos Hotels
- Palazzo Versace Dubai
- RoyalJet
- The Montgomerie Golf Club
- Hilton
- Mövenpick
- Dubai International Hotel
- ADN H Catering
- Sharjah Golf & Shooting Club
- Four Seasons
- Taj
- Bab Al Qasr
- Cleveland Clinic Abu Dhabi
- Dubai Hills Golf Club
- Shangri-La
- Oberoi
- Bab Al Nojourn, Hudayriyat
- American Hospital
- VOX Cinemas
- The Ritz-Carlton
- InterContinental
- Hulhule Island Hotel
- Medcare
- Sharjah Ladies Club
- St. Regis
- Anantara
- L'Escale Resort, Seychelles
- Burjeel Hospital
- Soul Senses Spa
- W Hotels
- Dusit Hotels & Resorts
- Hyatt Hotels & Resorts
- Fakeeh University Hospital
- Warehouse Gym
- Le Méridien
- Radisson Blu
- Emaar
- Aster Hospital
- Wellfit
- Sheraton
- Rosewood Abu Dhabi
- DAMAC
- Al Zahra Hospital Dubai
- Train Fitness
- One&Only Royal Mirage
- National Corp. for Tourism & Hotels
- Dubai Holding
- Dubai Police
- Virgin Active

hotels · airlines · royal palaces · hospitals · spas · gyms · golf clubs

SECTION TWO

Product Portfolio

Thirteen categories.

Twenty-plus international brands.

One trusted partner.



PRODUCT CATEGORIES

Everything the guest touches



Wet Amenities



Kids' Amenities



Turndowns



Spa & Gym



Wellness &
Recovery



Room Fragrances



Dry Amenities



Air Purification



Linens & Towels



Hospitality F&B



Premium Gifting



Sustainable Dining



Private Label

Private-labelled and co-branded options are available across many of our premium lines.



OUR BRANDS

A portfolio for every tier

- Molton Brown **EXCLUSIVE**
- Aigner **EXCLUSIVE**
- Terre de Mars
- Kent **EXCLUSIVE**
- Layali **OWN BRAND**
- Forest Essentials
- off.hours. **OWN BRAND**
- Rituals
- Skunk Doctor
- Project Chaiwala
- Sauna360
- H2K Botanicals **EXCLUSIVE**
- Spongellé **EXCLUSIVE**
- T'amour **EXCLUSIVE**
- M'STQ **OWN BRAND**
- Cocoli
- Basic Earth
- Muir
- M-Line **OWN BRAND**
- BioSip
- Biozone **EXCLUSIVE**



CATEGORY FOCUS

Wet amenities

Body wash · shampoo · conditioner · hand wash · hand lotion · body lotion
· soap bar

- **200–400ml dispensers** — refillable or single-use
- **5L refills** — back-of-house economy
- **30–50ml miniatures** — turndown & VIP
- **Wall-mounted or loose** — to suit any bathroom



Theft-proof & tamper-proof brackets

A full range of mounting solutions engineered to suit every dispenser size and bathroom style.



FLAGSHIP PARTNER • EXCLUSIVE

Molton Brown

Our flagship product since 1999 — exclusive hospitality distribution

Born on South Molton Street, London in 1971, Molton Brown is an icon of uniquely British style, living by an 'individual first' ethos with uncompromising care at its heart.

Fragrance	Body Wash	Shampoo	Cond.	Body Lotion	Hand Wash	Hand Lotion
1971 (Mandarin & Clary Sage)	✓	✓	✓	✓	✓	✓
Reviving Rosemary	✓	✓	✓	✓	✓	✓
Coastal Cypress	✓	✓	✓	✓	✓	✓
Indian Cress		✓	✓			
Fiery Pink Pepper	✓			✓	✓	✓
Orange & Bergamot	✓			✓	✓	✓
Lime & Patchouli					✓	✓
Heavenly Gingerlily	✓			✓		

Formats: 300ml · 360ml · 200ml glass · 5L refills · 30 / 50 / 100ml



BRAND PORTFOLIO · EXCLUSIVE

H2K Botanicals

Proudly distributed since 2005

Nature-inspired care from Harrogate, dedicated to nourishing sensitive skin.

Fragrance	Body Wash	Shampoo	Cond.	Body Lotion	Hand Wash	Hand Lotion
Beautiful Skin	✓	✓	✓	✓	✓	✓
Mischief	✓	✓	✓	✓	✓	✓
Calm Seas	✓	✓	✓	✓	✓	✓
Organic	✓	✓	✓	✓	✓	✓
Sensual	✓			✓	✓	✓
Warm Amber	✓			✓	✓	✓
Lavender & Sandalwood	✓	✓	✓	✓	✓	✓
Sage Leaf	✓	✓	✓	✓	✓	✓
Cherry Velvet	✓			✓	✓	✓

Formats: 250ml · 400ml · 5L refills · 32ml



BRAND PORTFOLIO

Terre de Mars

Proudly distributed since 2024

The first unisex range of natural coffee-based care — luxury beauty produced entirely in France; organic certified, vegan and cruelty-free.

Fragrance	Shower Gel	Shampoo	Cond.	Body Lotion	Hand Wash	Soap Bar
Reddition	✓	✓				✓
Elegance	✓	✓	✓	✓		✓
Irreverence		✓	✓			
Imminence				✓		
Insurrection					✓	

Formats: 500ml · 5L refills · 30 / 50ml



BRAND PORTFOLIO · EXCLUSIVE

Aigner

Proudly distributed since 2005

A symbol of unique craftsmanship and perfection — German precision with Tuscan tradition. A German brand with an Italian soul.

In Leather

Black

White

Oud

Debut

No 1 Sport



Full suite: shower gel · shampoo · conditioner · hand & body lotion · soap bar — across all six fragrances

Formats: 300ml · 5L refills · 30 / 50 / 75 / 100ml



BRAND PORTFOLIO · EXCLUSIVE

T'amour

Partnership launched 2025 · The Camel Soap Factory

Locally sourced date extract — 'the fruit of kings' — infused into a sophisticated collection rooted in French skincare philosophy. The spirit of the Middle East, made in the UAE.

Rosewood & Amber

Full suite: body wash · shampoo · conditioner · hand & body lotion · hand wash · soap

Formats: 300ml · 5L refills



BRAND PORTFOLIO · EXCLUSIVE

Kent

Proudly distributed since 2025

Founded by William Kent in 1777, Kent holds a pre-eminent place in history — a record of manufacturing excellence.

Kent Standard — Dynamic Moisture Rich

Full suite: body wash · shampoo · conditioner · body lotion · hand wash · hand lotion

Formats: 365ml · 418ml · 5L refills



BRAND PORTFOLIO • EXCLUSIVE

Spongellé

Exclusive hospitality distributor

Body-wash-infused buffers that cleanse, exfoliate, massage and nourish in a single step — a genuinely innovative guest amenity.

Collection	7 uses	14 uses	20 uses
Daisy Collection	✓	✓	✓
Les Fleurs			✓
Heart			✓
Love & Notes	✓	✓	
Private Reserve	✓	✓	
Spiritual Detox			✓
Art Chinois			✓
Elevation	✓	✓	

Formats: individually boxed buffers • retail-ready packaging

BRAND PORTFOLIO

Forest Essentials

Proud distributor



Luxurious Ayurveda — ancient recipes and methodologies revived for the discerning modern guest, in a delightfully sensorial manner.

Pomegranate & Lime

Bitter Orange & Cinnamon

Sweet Basil & Mandarin

Full suite: body wash · shampoo · conditioner · body lotion · hand wash · soap — across all three fragrances

Formats: 100ml · 1L refills · 5L refills



OUR OWN BRAND

M'STQ

Developed in-house · first launched 2018

Born from the belief that luxury should never be out of reach — quiet elegance for modern travellers.

Fruit'e D'or

White SereniTea

Olive & Date

Citrus & Cedarwood

Full suite: body wash · shampoo · conditioner · lotion · hand wash · 2-in-1 shampoo & body wash

Formats: 300ml · 5L refills

BRAND PORTFOLIO

Basic Earth

Proud distributor

A budget-friendly, environmentally sensitive guest amenity range — elegant simplicity and quality ingredients for the value segment.

Eucalyptus & Lemon Myrtle



Full suite: body wash · shampoo · conditioner · body lotion · soap

Formats: 30ml tubes



CATEGORY FOCUS

Kids' amenities

Playful, gentle miniatures presented in colourful boxed sets — because the smallest guests remember too.

Brand	What's included
Cocoli	Body wash, shampoo, soap, lotion
Layali	Full set — wash, shampoo, soap, lotion, wet wipe, dental kit, colouring set, guest card, printed box

Soft toys, teepees and sun block available as add-ons.



CATEGORY FOCUS

Spa & gym amenities

From treatment rooms to steam rooms — scrubs, oils, masks and ambience fragrances for wellness spaces.

Brand	Range
H2K	Facial cleanser, facial toner, yoga room spray
Terre de Mars	Body scrub, massage oil, facial serum & oil, facial mask, face scrub
Sauna360	Sauna & steam room fragrance



CATEGORY FOCUS

Wellness and recovery

Not an amenity. Topical magnesium for muscle recovery and sleep — specified for treatment rooms, retailed at the spa desk, and stocked by gyms and sports facilities.

Brand	Range
OMG Magnesium Recovery Cream	250ml, 180ml and 30ml. Fifteen actives at 15% magnesium, where most creams carry one. With pain-relieving capsicum and pinene, arnica and rosemary.
OMG Magnesium Sensitive Spray	150ml and 30ml. Also the turndown item, and the only sleep aid spray we carry. Gentle enough for sensitive skin and frequent use.
Why it specifies well	No chalky residue, no industrial menthol smell. Absorbs cleanly, so it does not transfer to jewellery, bed linen or training kit.



CATEGORY FOCUS

Turndowns

Thoughtful miniatures for the evening ritual — the small gesture guests talk about.

Brand	Miniatures
Molton Brown	Body wash, shampoo, lotion, lip balm, mouth wash, facial wash, perfume, bath salts
H2K	Body wash, shampoo, lotion, soap, pillow mist, lip balm, eye gel, facial oil
Aigner	Full range incl. facial & pillow mists, eye gel, perfume, foot gel
Kent	Body wash, shampoo, lotion, soap, pillow mist, perfume, bath salts
T'amour	Body wash, shampoo, lotion, soap, facial & pillow mist, lip balm
off.hours.	Lip, hand, foot and eye rescue, cooling mist, after-sun — our own resort skincare brand



CATEGORY FOCUS

Room fragrances

Scent is the first impression and the last memory — diffusers, sprays and candles for every space.

Brand	Reed Diffuser	Room Spray	Candle
Molton Brown	✓		✓
H2K	✓	✓	✓
Rituals	✓	✓	✓
Skunk Doctor *		✓	
Wallace & Company	✓	✓	✓

* *Skunk Doctor — specialist smoke odour eliminator.*

CATEGORY FOCUS

Air purification

Biozone photoplasma / UV disinfection targets pathogens, bacteria and odours at source — highly effective against smoke and lingering odours in hotel rooms, restaurants and other closed spaces.

Formats

In-room portable

Wall mount

A/C duct

Ice machine

Vehicle

A silent room-recovery tool: faster turnaround of smoking-incident rooms, fresher F&B spaces, cleaner back-of-house.



MAKE IT YOURS

Private label & signature gifting



Private-labelled & co-branded

Your brand, our craft — bespoke and co-branded options across many of our premium products, from tubes and bottles to full vanity kits.



Signature premium gifting

Curated gifting for high-end clients, VIPs and valued staff — for special occasions and the moments when you want to acknowledge special people.

BEYOND THE BATHROOM

Completing the guest environment



Linens & towels

Bed linen, towels, robes, filled bedding and bone china by MUIR — 500TC Egyptian sateen and Portuguese towelling.



Hospitality F&B

Premium teas and brewing machines by Project Chaiwala — carefully curated for the luxury market.



Sustainable dining

Plastic-free foodservice packaging by BioSip — cellulose acetate straws, an agave range and seaweed-lined trays. Certified by TÜV Austria and BPI.

LET'S TALK

We would love the opportunity to chat.

At our place, your place, or over a cup of coffee somewhere in between — we want to listen to your needs, understand your brand vision, and partner with you to make every guest experience feel personal.



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