



BRAMLEY

BOTANICAL MAGIC

Made by nature, crafted by Bramley.

British bath, body and skincare brand, Bramley, takes the secrets of centuries-old botany combined with modern-day science to create wonderfully aromatic products that are earth-friendly and skin-kind. From the restorative effects of pure essential oils to the potency of botanical actives, Bramley harnesses the very best of nature.

"Beauty and self-care regimes shouldn't be creating problems for our planet", explains Founder & Creative Director, Chloë Luxton. "At Bramley, feeling good is as important as doing good."

All ingredients are 100% biodegradable and safe to be washed into rivers and oceans. Cruelty-free, skin-kind and vegan, you won't find anything in Bramley products that Mother Nature wouldn't approve of, ensuring they're perfect for even the most sensitive skin.

Just as passionate about the environment as their products, Bramley packaging is 100% recyclable. The bottles are biopolymer HDPE and pumps and caps are made from recycled plastic, making the packaging as sustainable as possible. Bramley also supports the charity Plantlife to help protect endangered plants that are so important to them as a business and the beautiful, flourishing English countryside.

Manufactured in the UK, Bramley was originally created for hotels. Now found in beautiful venues including THE PIG and Artist Residence hotel groups - alongside leading retailers such as John Lewis and Fortnum & Mason - the brand has long-challenged the overuse of plastics in the hospitality industry. Bramley was one of the first to introduce refillable, full-size cruelty-free, vegan, and ocean-friendly products to enhance the guest experience.

Bramley's expert plantsmiths have combined their unique apple ingredient with essential oils and natural botanicals to create products that smell wonderful, enhance wellbeing & reconnect customers to the tranquil English countryside, leaving you feeling restored, relaxed and revived.



Chloë Luxton, Founder & Creative Director

THE FOUNDATIONS



Chloë's passion for beauty began while working at Cowshed, where she held a key role within the NPD team. Chloë and her husband moved to Wiltshire in 2009 where they now live with their three children.

That same year, they opened The Beckford Arms and Chloë searched for products that would leave a lasting memory on a guest's stay and encapsulate her love for the British countryside. This inspired the launch of Bramley and the brand has since branched out, retailing in independent shops and some of the most desirable and unique pubs, hotels, and restaurants throughout the UK.

PLASTIC PROMISE



Nature has always been at the forefront of Bramley, given that the beautiful British countryside in the brand's inspiration. Avoiding single use plastic is a key priority. Where plastic is used, it is 100% recyclable, and biopolymer, meaning sugarcane is used in the manufacturing process rather than fossil fuels. The brand recently introduced plastic-free compostable refill pouches. Bramley lids and pumps are made from recycled plastic and the brand is looking to introduce PCR content to bottles within the next few months.

SIGNATURE BOTANICALS

Artist Flora Wallace designed the new product icons, which draw inspiration from the British botanical ingredients featured in Bramley formulas. Her use of botanical inks - made from foraged plants - make for a truly natural effect.



Flora's botanical art reflects Bramley 360° natural approach. Ingredients are bio-degradable and are safe to be washed into rivers and oceans, making Bramley safe for the environment as well as your body. Cruelty-free, skin-kind & vegan, you won't find anything in Bramley products that mother nature wouldn't approve of, making the brand perfect for everyone.