

aromen[®]

HAMMAM EXPERIENCE

Hamam Catalog 2021





About us

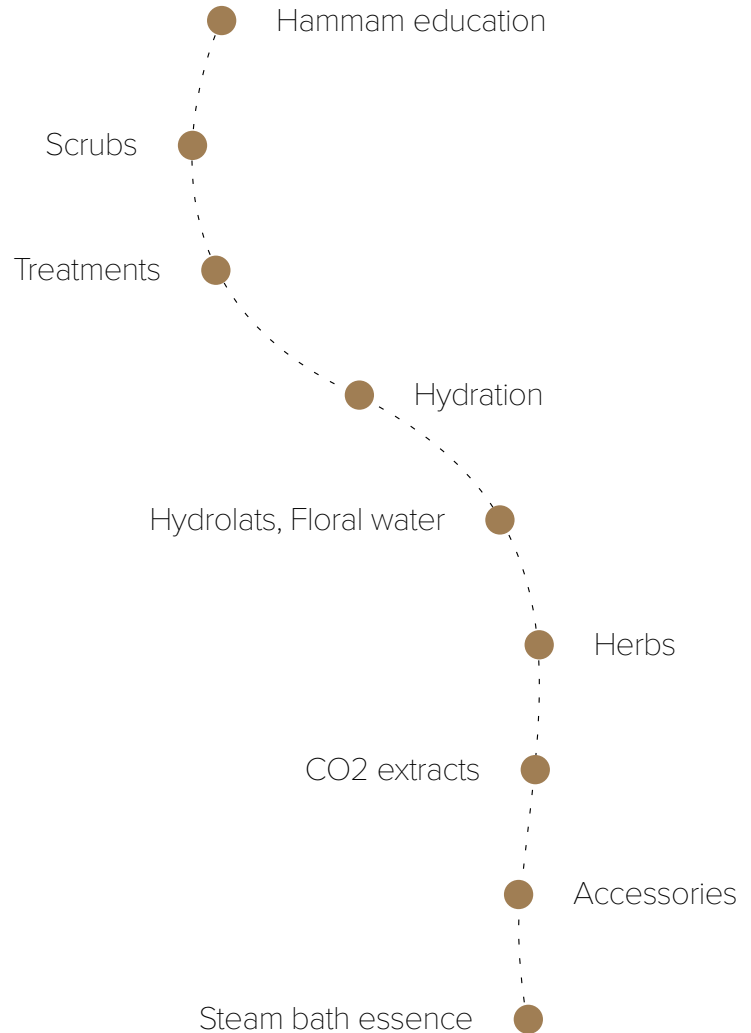
Aromen Hammam specializes in the traditional Hammam ritual. By sharing our passion and expertise, we aim to enable spas to integrate Hammam treatments into their services and create unforgettable wellness experiences for their guests.

With our established Aromen Hammam Method we merge tradition and innovation to exceed today's spa guest's expectations, while respecting the ancient bathing ritual.

We stand for high-quality service and put in the work to strongly support the spa and wellness industry. We do this by offering carefully crafted, natural, and regionally authentic products that support optimal physical and mental wellbeing, for both spa and home purposes.

We provide educational programmes for professional therapists. And we offer services tailored to the needs of our clients.

Our Expertise



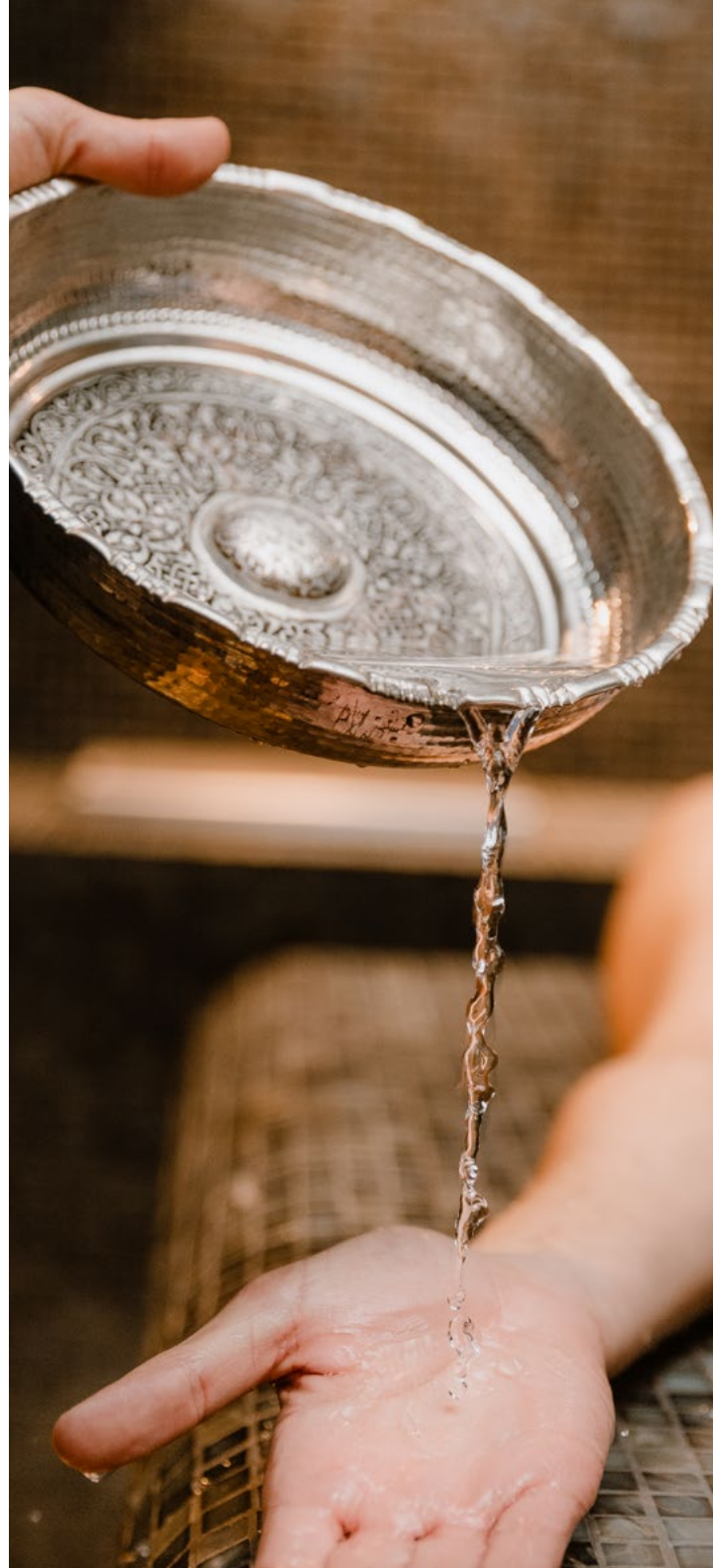
The ritual of hammam

Historically, the hammam is a place where people come together to enjoy social contact, celebrate important milestones in their life and experience a relaxing and purifying routine for their skin. Until this day, the practise of visiting a hammam is very present in daily life and much appreciated by visitors.

Although hammam is often called a Turkish steam bath, hammams are not exclusively Turkish experiences as variations have also emerged in other Arabic societies, most significantly in Morocco.

Based on centuries of tradition and beauty secrets, all natural products are used to pamper the skin and massages wash away the tensions that builds up in the body, resulting in a complete state of physical and mental wellbeing.

The ritual of hammam is one of the oldest preserved cleansing traditions in the world and it still keeps gaining popularity today, creating a great addition to our wellness services.



Aromen signature hammam treatments

We invite you to discover the best-kept ancient bathing ritual and recharge your skin with indulgent authentic regional products during the Aromen Hammam Experience treatments.

On this fantastic sensorial journey to the Middle East we combine tradition with modernity to ensure an exclusive experience, which addresses all the senses.

Wash away all the tension and surrender to the cocooning foam massages, or to one of our other pampering bathing treatments, for a serene state of body and mind, and enviable silky smooth skin.

Ottoman Hammam Treatment



80 min.



Detoxifying



Invigorating



Relaxing

The original Ottoman treatment unites exfoliation with an olive oil soap massage.

Full body polish using the traditional silk kesse mitt to remove all excess dead skin and the toxins accumulated in the skin. Stimulates blood circulation and lymphatic drainage.

Followed by cocooning olive oil soap foam massage. The soap is massaged into the skin to eliminate impurities and release tension from the body.

Invigorating scalp massage with shampoo and conditioning of the hair. Leaving you refreshed and relaxed.



Moroccan Hammam Treatment



80 min.



Detoxifying



Remineralizing



Relaxing

The original Moroccan treatment, combines black soap with exfoliation and volcanic clay Rhassoul wrap. Black soap effleurage massage prepares the skin for exfoliation with traditional silk kesse mitt.

Stimulates cell renewal, blood circulation and elimination of toxins. Followed by a cleansing and mineralizing rhassoul clay wrap.

The beautifying rhassoul mineral is exclusively mined from the Atlas Mountains.

Hydration with Argan oil based body lotion.

Leaving the skin radiant with an even complexion.

Hammam Delight Honey Massage



80 min.



Indulgent



Nourishing



Relaxing

Full body polish using the traditional silk kesse mitt to remove all excess dead skin and toxins accumulated in the skin. Stimulates blood circulation and lymphatic drainage.

Followed by an indulging massage with pure flower honey. Honey is well known for its nourishing benefits for the skin, as well as improving the skin's capacity to retain moisture and replenish itself with essential vitamins.

The ideal treatment for dry skin, leaving it silky soft and smelling deliciously sweet.

Argan Treatment



80 min.



Anti-aging



Nourishing



Relaxing

Full body exfoliation with Argan nut shell-based scrub to polish the skin, eliminate dead skin cells, improve circulation and refine skin texture.

Followed by a rich rhassoul body wrap for detoxification and nourishment.

Relaxing face massage with Argan oil and Argan oil hair treatment, leaving your locks and skin silky and shining after being quenched by the oil's essential fatty acids and vitamins.

Skin-firming Turkish Coffee Ritual



60 min.



Anti-aging



Stimulating



Firming

Awaken your body with a stimulating water ritual, followed by an invigorating full body scrub.

Based on a Turkish beauty secret, this skin-firming Turkish coffee Ritual improves the overall body texture by toning the skin and fighting cellulite.

The coffee bean oil, naturally found inside the coffee beans is rich in anti-oxidants and vitamins.

Caffeine stimulates circulation and drainage, leaving the skin firmer, radiant and delicately fragranced.





Products

Scrubs



Packaging: **5kg**

Black soap

Essential to the morrocan ritual, this creamy, natural and plant based soap is the perfect preparation for the skin. Made of olive oil, pureed black olives, eucalyptus and argan oil it contains active ingredients that protect the skin against daily external aggressors. It deeply cleanses the pores, eliminating impurities, excess of sebum and preparing the skin for exfoliation.

Product features:



100% natural soap



Authentic Morrocan



Deeply cleansing with respect for the skin



Packaging: **2kg**

Turkish coffee scrub

Turkish coffee is the finest ground coffee available and therefore most suited to all skin types. Rich in anti-oxidants and caffeine it awakens the complexion, stimulate the circulation and reduce puffiness. While gently exfoliates using all-natural coffee beans, to remove dry and dead skin cells. Mix the pure coffee beans with boiling water to create an authentic steam room scrub ritual.

Product features:



Ground raw coffee beans



Soft exfoliation for face and body



Containing all vitamins, anti-oxidants & caffeine



Stimulating for the skin



Packaging: **10 pcs**

Kesse scrub

The kesse is a glove made out of wild silk, uniquely woven to create a perfect exfoliation. It cleanses the skin of aging skin cells, impurities, and excess sebum. At the same time it provides an invigorating massage that stimulates the blood circulation, allowing more oxygen to the cells and eliminating toxins.

Product features:



Traditional exfoliation glove



**Suitable for face
and body exfoliation**

The joint use of several people should be avoided. Wash out regularly.

Treatments

Cosmetic clays

Clay is fine ground earth particularly rich in minerals that boost skin metabolism. Due to its atomic composition it is absorbent, attracting impurities, toxins, and excess of sebum to the surface of the skin where it can be washed off. While purifying it fills the skin supply of minerals assisting to the good natural function of our skin.

Mix with water, or hydrolats to add more benefits to the mask. Apply the mask on clean skin and let it rest for 3-7 minutes. Rinse the skin and apply hydrolat and hydration according to skin type.



Packaging: **5kg**

Clay, Red

Due to its humidifying properties and its ability to stimulate the blood flow, red clay is best of all cosmetic clays to address the needs of dry skin while cleansing it. The red color indicates the high amount of iron oxide naturally found in this clay.

Red clay is ideal for preparing face and body masks, used inside the hammam, and in purifying skincare routines in the steam room.

Product features:



**Most suitable
for dry skin**



Purifying



Mineralizing



Packaging: **5kg**

Clay, Green

Widely known for its absorption properties, green clay is the most powerful of all cosmetic clays to eliminate toxins from the skin. Due to the plant material, it is rich in essential minerals and has a characteristic green color.

Green clay is ideal for preparing face and body masks, used inside the hammam, and steam room rituals.

Product features:



Detox



Purifying



Mineralizing



Packaging: **5kg**

Clay, Rhassoul

Mined only in the Atlas Mountains of Morocco, Rhassoul is a volcanic clay particularly rich in silica, magnesium, and calcium contributing to healthy skin functions. The word rhassoul, originally from the Berber language, means 'to clean'. It has been used for centuries in purifying hair, face and body masks. Use during hammam and steam room treatments.

Product features:



Authentic Moroccan



All skin types



Purifying



Mineralizing



Packaging: **5kg**

Olive oil soap

Pure olive oil soap of the highest quality is grated and packed in a ready to use packaging. Due to its nourishing effect, which guarantees soft and supple skin, these soap is popular throughout the orient for daily use and hammam massage. The ready to use packaging is a hygienic and fast way to offer the traditional soap massage.

Product features:



100 % natural high quality olive oil soap



Does not dry the skin



Ready to use packaging



Packaging: **1L**

Raw floral honey

Ecologically cultivated natural raw floral honey. It is ideal to use in a steam room, sauna or during our indulgent hammam delight honey massage. Honey is packed with potent enzymes, a hefty serving of anti-oxidants and has antimicrobial properties making it a sweet treat for every skin type.

Product features:



Hydrating



Nourishing



Ecologically cultivated



100% natural raw honey

Hydration



Packaging:
100ml 1L 6L

Carrier oil, argan

Plant based oil from the unroasted nuts of the argania spinosa. The oil is handmade by Berber women, and commonly referred to as morrocan gold because of it's value for the skin and the community.

Argan oil is quickly absorbed by the skin and restores the main lipid layer of the skin. It hydrates and makes skin and hair soft and shiny. Because of the high amount of vitamin E it protects the skin against sun damage.

Product features:



Hydrating



Organic



Light weight



**Protects against
environmental stressors**



Packaging:
250ml 1L 6L

Carrier oil, apricot

Plant based oil obtained from the kernel of the Prunus armeniaca. The oil acts as an emollient restoring the lipid layer of the skin. Suitable for face and body it will hydrate the skin, making it soft and supple. The oil is quickly absorbed by the skin leaving no greasy feeling.

Ideal as alternative for people with nut allergies.

Product features:



Hydrating



Nourishing



Light weight



**Alternative
for nut allergies**



Packaging:
500ml, 6L

Hamam experience Body Lotion

A natural hydrating body milk based on organic Moroccan argan oil and certified by Cosmos Natural. This lotion gently hydrates and nourishes the skin after every hammam or sauna session.

Product features:



Hydrating



Cosmos Natural label



Nourishing

Herbs

Packaging: 500g



Camomile



Lavender



Rose



Orange flower



Peppermint



Rosemary

Essential oils

Packaging: **30, 50, 100, 250ml, 1L**

Supercritical extraction using CO² is an environmentally safe way to extract herbs without the use of heat or harsh chemicals.

It uses CO² (the gas that plants turn into oxygen) to gently remove the powerful compounds found within the herbs.

The extractors operate at high pressures of 300 bar (5000 psi) at very low extraction temperatures, (max 65°C) leading to products that are pure, and closest to the raw herb.

This technology is one of the main futures of aromatherapy.



Lavender



Peppermint



Camomile, real



Rosemary



Coffee beans

Hydrolats, floral waters

Packaging: **100ml spray bottle, 1L, 6L**

Floral water also called hydrosols or hydrolats is the aromatic water that remains after steam-distilling plant material. It contains the water-soluble aromatic and therapeutic properties of the plant. Ideal for cosmetic purposes such as tonic for the skin, added in scrubs, clays, etc...



Lavender



Rose



Roman chamomile



Orange blossom



Peppermint mint



Rosemary



Accessories

Massage pillows

The massage pillows are suitable for wet and dry massages and ensure the comfort of the customer during the treatment on the authentic stone tables.

Dimensions: **25cm x 12cm**
Packaging: **2pcs**

Cushion roll

Product features:



Used to ensure the comfort of the customer



Easy to wash



Red, blue, purple, black



Water resistant



Fast dry

Dimensions: **32cm x 16cm**
Packaging: **3pcs**

Cushion flat

Product features:



Used to ensure the comfort of the customer



Easy to wash



Red, blue, purple, black



Water resistant



Fast dry



Silver or copper

Textiles

At the beginning of a hammam session, traditionally a peshtemal is handed to the guest. During their hammam visit, men and women use this item to cover their body. Nowadays peshtemal know many other applications. The light weight, absorbency and the fast drying quality of the peshtemal make them the ideal companion for sports, on the beach, in the sauna and of course in the hammam. Besides the practical use they can be a trendy decorative item adding oriental character to your home.

Aromen Hammam experience offers two different quality of pesthemal, and a variety of colours.



Classic peshtemal

Packaging: **100pcs**

Product features:



Fast drying



Absorbent



Robust and easy to wash



Torba

Typically from ottoman tradition, foam bags are used in the hammam to make foam and to massage the body during the hammam treatment. The soft cotton fabric is gentle on the hands yet useful to produce a significant amount of foam. A ribbon in a different color indicates the opening of the bag, making it easy for the therapist to recognize it.

Product features:



To produce foam



Soft on the hands



Easy recognizable opening



Dimensions:
20cm

Tasse

Hammam bowls are used for the water ritual during the hamam treatment. Made according to the traditional handcraft our hammam bowls are also eye-catching as decoration. Available in copper and silver color.

Product features:



Used during
water ritual



Decorative



Silver or copper

Steam bath essence

Natural steam bath essence without any form of alcohol and with our own pure essential oils.

Packaging: **6L**



Japanese mint



Eucalyptus



Inhouse trainings

Your Benefits:

- › Respond to trends on the wellness market
- › Educated professionals with similar level of skills
- › Improved flexibility to offer the treatments
- › Practice in actual working environment
- › Higher level of customer experience and satisfaction
- › Differentiation and customer loyalty



Level 1 Hammam one-on-one treatments: The Essentials

The Hammam has a revival in popularity. With a growing demand for these purifying and relaxing rituals, education of the therapist is crucial to assure therapists meet up to the needs and expectations of modern wellness guests – while still honoring the traditional ceremonies of these body treatment experiences.

Level 1: Hammam one-on-one treatments: The Essentials, is an intensive two-days course to perfect the essential and basic skills of the hammam treatment.

After this course, the therapist will be able to perform the classic Ottoman and Moroccan treatment in a one-on-one setting.

- *He/she will develop skills of traditional kesse exfoliation, soap massage, rhassoul wrap, and oil massage accordingly to offered treatment protocols.*
- *He/she will be able to inform the wellness guest about the history and tradition of the hammam treatment.*
- *He/she will learn about and will be able to inform about the region authentic products used during the treatment and their effect on the skin.*
- *He/she will be introduced to the concept of Turkish hospitality elevating customer experience to a level of excellence.*

All participants receive a certificate of the hammam training. Experience in massage techniques is necessary for this course. To maximize the quality of the training, this is a small group training with a maximum of ten persons.

Topics:

- > *Introduction in the history, culture, and architecture of the hammam.*
- > *Difference between Moroccan & Ottoman tradition.*
- > *Effects of hammam on the human body.*
- > *Product knowledge and story telling.*
- > *Ottoman Hammam treatment heating the skin, Kesse scrub, soap massage, scalp massage, relaxation and hospitality.*
- > *Moroccan hammam treatment: black soap, kesse scrub, rhassoul wrap, relaxation and hospitality .*



Level 2 Hammam one-one-one treatments: Oriental body treatments

Level 2: Hammam one-one-one treatments: Oriental body treatments, is the follow-up course for the first level hammam one-on-one treatments: the essentials. This course will make it possible to broaden the variety of treatments and take wellness guests on a sensorial journey.

Based on centuries-old beauty secrets, all-natural and regionally authentic products are used to create exceptional oriental full body treatments.

After this course, the therapist will be able to perform a variety of oriental body treatments in a one-on-one setting.

- *He/ she will develop skills of traditional coffee exfoliation, honey massage, anti-aging face massage, body wraps accordingly to offered treatment protocols.*
- *He/she will learn about and will be able to inform about the regionally authentic products used during the treatment and their effect on the skin.*
- *He/ she will be introduced to the concept of Turkish hospitality elevating customer experience to a level of excellence.*

All participants receive a certificate of the hammam training. Experience in massage techniques is necessary for this course. To maximize the quality of the training, this is a small group training with a maximum of ten persons.

Topics:

- > *Product knowledge and storytelling*
- > *Moroccan gold treatment*
- > *Hammam delight Honey Massage*
- > *Skin firming Turkish coffee ritual*

Level 1 Hammam experiences in the steam room

The perfect beginner's course for those who want to develop professional skills to offer steam room rituals, based on the authentic ritual of hammam.

After finishing this course, the sauna master can create unique wellness experiences, based on the traditional ritual of hammam, during small group treatments.

- *He/She will be able to inform the wellness guest about the history and tradition of hammam treatment.*
- *He/She will learn about and will be able to inform about the region authentic products used during the treatment and their effect on the skin.*
- *He/she will learn the different phases of the hammam ritual and translate them to the possibilities of the modern spa facilities.*
- *He/she will have a deeper understanding of the purification & detoxification, amongst other benefits of hammam.*
- *He/she will be able to make a professional choice of products and enhance the natural benefits of the steam room for wellness guest.*

All participants receive a certificate of the hammam training.

There is no experience necessary for this course.

Topics:

- *Introduction in the history, culture, and architecture of the hammam.*
- *Difference between Moroccan & Ottoman tradition.*
- *Effects of hammam on the human body.*
- *Phases of the hammam ritual.*
- *Translating the hammam ritual to public and small group wellness experiences.*
- *Product knowledge and story telling.*
- *Practice in the steam room.*

aromen[®]

Aromen BV
Drieslaan 58
8560 Gullegem
België

Email: info@aromen.be
Tel: +32(0)56907941
Whatsapp: +32(0)471676573

www.aromen.be