



About the brand

Ideology is an unrivalled bath and body collection created with a unique and on-trend fragrance. Its signature formulation, presented in distinctive packaging would offer our valued guest a luxurious sanctuary where there is time for everything.

Ideology takes a holistic approach to mind, body and spirit to create life balance and sensory moments elevating even the most basic of tasks. We believe that everyone should take the time to unplug from their busy lives and reconnect with nature.

Amenity collection

Indulge in the detoxifying and radiance-boosting benefits of Australian Kakadu Plum and Kangaroo Apple Extracts with the Ideology collection. Your skin and hair are left radiant, soft, and nourished.

- Kakadu Plum, rich in Vitamin C and antioxidants, fights free radicals while offering nutritional and antiseptic benefits.
- Kangaroo Apple, used for centuries in Australia, promotes skin rejuvenation with natural anti-inflammatory properties, helping reduce scarring, pigmentation, and signs of aging.

Hero ingredients & claims

Legend:



AGAINST ANIMAL CRUELTY



PARABEN FREE (PF)



SULPHATE FREE (SF)



SLS FREE (SLSF)



PHTHALATE FREE (PHF)

Product	Hero ingredients	Claims
Shampoo	Australian Kakadu Plum and Kangaroo Apple Extract	
Conditioner	Australian Kakadu Plum and Kangaroo Apple Extract	
Body Wash	Australian Kakadu Plum and Kangaroo Apple Extract	
Body Lotion	Australian Kakadu Plum and Kangaroo Apple Extract	
Hand Wash	Australian Kakadu Plum and Kangaroo Apple Extract	

Fragrance profile

Top Notes	Green, Spicy Pepper	Middle Notes	Lavender, Rose, Basil	Base Notes	Spicy, Woody, Sandalwood, Musk
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IDEOLOGY™

PRODUCT CODE	DESCRIPTION	ITEM SIZE	CASE PACK
DOVELOK DISPENSER (360ML)			
23600010	IDEOLOGY CLEANSING SHAMPOO	360ML / 12.17 FL. OZ.	24
23600011	IDEOLOGY HYDRATING CONDITIONER	360ML / 12.17 FL. OZ.	24
23600012	IDEOLOGY SHOWER GEL	360ML / 12.17 FL. OZ.	24
23600013	IDEOLOGY BODY LOTION	360ML / 12.17 FL. OZ.	24
23600014	IDEOLOGY HAND WASH	360ML / 12.17 FL. OZ.	24
DISPENSER (500ML)			
23600001	IDEOLOGY CLEANSING SHAMPOO	500ML / 16.9 FL. OZ.	24
23600002	IDEOLOGY HYDRATING CONDITIONER	500ML / 16.9 FL. OZ.	24
23600003	IDEOLOGY SHOWER GEL	500ML / 16.9 FL. OZ.	24
23600004	IDEOLOGY BODY LOTION	500ML / 16.9 FL. OZ.	24
23600005	IDEOLOGY HAND WASH	500ML / 16.9 FL. OZ.	24
BULK REFILL (3.8L)			
23600006	IDEOLOGY CLEANSING SHAMPOO	3.78 L / 1 GAL	2
23600007	IDEOLOGY HYDRATING CONDITIONER	3.78 L / 1 GAL	2
23600008	IDEOLOGY SHOWER GEL & HAND WASH	3.78 L / 1 GAL	2
23600009	IDEOLOGY BODY LOTION	3.78 L / 1 GAL	2
WALL BRACKET			
24900055CN	SINGLE TAMPER PROOF BRACKET - MATTE BLACK	EACH	20
24900056CN	DOUBLE TAMPER PROOF BRACKET - MATTE BLACK	EACH	10
24900057CN	TRIPLE TAMPER PROOF BRACKET - MATTE BLACK	EACH	10
DOVELOK BRACKETS			
303091005	BRACKET 360ML DOVETAIL WHITE	EACH	50

IDEOLOGY™



12.17 fl.oz / 360 ml



Dovelok bracket



500 ml / 16.9 fl.oz



Spaza brackets

*Please note, that the images may not be true to scale.

IDEOLOGY™



3.8 l / 128 fl.oz

*Please note, that the images may not be true to scale.

HUNTER
AMENITIES



For more information:
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