

• LATHER •

WELL  GOOD



The Recognizable Beauty Brand That's Low-key Hiding At America's Most Luxurious Hotel

I grabbed the body wash and poured in half of the contents for bubbles. Sinking into the suds with a glass of prosecco perched next to me, I spun around the bath bottles with the words “āina collection” stamped across the labels to find a familiar name inscribed on the back—Lather. Yes, Lather, the familiar California-based brand that made waves for pioneering natural formulas after its founder Emilie Hoyt sought a way to deal with migraines sparked by synthetic fragrances... The exclusive collection (read: you have to make it to the island to experience it, or have it shipped directly through the resort like many vacationers of yore) was the first “farm-to-tub” hospitality collaboration the brand designed (they’ve since gone on to partner with a number of hotels to custom concoctions).



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www.latherhotel.com