

# Holistic horizons with FORMIA

This is a special feature from *PAX International's* [2022 Amenities & Comfort digital edition with bonus Food & Beverage coverage](#), on [page 14](#).



The Someone Somewhere kit for passengers in Delta's premium Delta One cabin

Passenger wellness in the cabin is a major focus for [Delta Air Lines](#). The airline has recently announced the introduction of plant-based menu options onboard, brought relaxation videos by [Peloton](#) to inflight entertainment and rolled out a product refresh focused on the holistic passenger experience.

[FORMIA](#) joined forces with Delta Air Lines and Mexican apparel brand [Someone Somewhere](#) to create amenity kits for passengers in Delta's premium Delta One cabin and in Sky Club Lounges around the world, featuring products from natural skincare brand [Grown Alchemist](#).

## It's what's on the inside and out that counts

As a [Certified B Corporation](#), Someone Somewhere is a for-profit company that strives to meet the highest standards of social and environmental performance, transparency and accountability. The company combines traditional Mexican handcrafts with innovative products, working with 180 artisans across five of the country's "poorest states," [according to the website](#): Puebla, Oaxaca, Chiapas, Hidalgo and Estado de Mexico. Ninety-nine percent of the artisans at Someone Somewhere are women. The production processes eliminate waste and use regenerated cotton.

"Forming trusted and meaningful partnerships with airline customers, brand partners and suppliers is a key pillar of FORMIA's ongoing sustainability strategy," FORMIA's CCO & Managing Director Americas, Niklas Sandor tells *PAX International*. "Through collaborating with purposeful partners who

share social and environmental commitments, we create a platform and raise awareness for millions of passengers globally to drive lasting, positive impact.”

The Delta One kits launched in February in five designs created by the artisans. Passengers can learn about the artisan who created the kit and by scanning a QR code on the label.

“Many of these artisans have been honing their skill for years without recognition,” said Antonio Nuño, CEO and co-founder of Someone Somewhere, in the airline’s [January 25 press release](#). “Through this project, they have seen the impact and the value of their work – and are being paid fairly for it. It is our privilege to do everything we can to make sure Delta customers know the story behind the kits in their hands.”

The kits include sustainable wellness-focused products such as a Someone Somewhere eye mask, [Humble Co.](#) bamboo toothbrush and toothpaste, and products from Grown Alchemist’s advanced holistic beauty system, including soothing hand cream and lip balm with vanilla and watermelon.

“We’re challenging ourselves to put ever more thought and care into how and from where we source our products,” said Sam Sibble, Director of Supply Chain at Delta, in the release. “Partnerships like this align with our vision of providing a premium and unique onboard experience while also driving social, economic and environmental impact.”

### **Holistic approach to beauty**

In the Delta Sky Club Lounges, passengers can choose from a selection of hand-picked skincare solutions from Grown Alchemist, including a sensuous aromatic body cleanser with Chamomile, Bergamot and Rose, and a gentle nutrient-rich shampoo and conditioner with Damask Rose.

In Delta One cabin lavatories, passengers will find hand wash infused with Sweet Orange, Cedarwood and Sage, and hand cream with moisturizing botanical extracts.

“Grown Alchemist is thrilled to partner with Delta and FORMIA to introduce products from our trademark skincare system. We have developed an exclusive range created to hydrate and revitalize, so Delta One passengers arrive at their destinations feeling refreshed and energized,” said Grown Alchemist Co-Founder Jeremy Muijs.