PALMA

REFRESHING HAND TOWELS

Fig. 01

Premium Refreshing Hand Towels

The object at the heart of PALMA, and the ritual it carries.

Every PALMA program begins with a single object: the refreshing hand towel. This document introduces the towel itself, the moment it serves, the six fragrances of the Signature Collection, and the standards of care that keep the gesture consistent, service after service.

The Final Gesture

Hospitality is often measured at the beginning. The welcome, the first pour, the opening course. Yet guests rarely carry the beginning home with them. They carry the ending: the last five minutes, the closing tone of the room, the feeling that remains after the door has been held open behind them.

PALMA was built around a simple observation: even the most thoughtful hospitality tends to fade just before the guest leaves. The refreshing hand towel corrects this. It is a small, cool, quietly fragrant object offered at the exact moment an experience resolves into memory. Placed with intention, it says what a room cannot say in words: you were considered, all the way through.

This is the final gesture of hospitality. It is not an amenity in the ordinary sense. It is a compositional choice, as deliberate as the lighting, the linen, or the last course.

> *“Guests rarely remember every course. They remember how the evening closed.”*
>
> PALMA Journal, Hospitality Psychology

The Object Itself

A PALMA towel is composed the way a room is composed: material first, then detail, then restraint. Each towel is a soft 3 ply nonwoven, 12 cm by 7 cm unfolded, chosen for hand feel rather than novelty. It is sized for the hands rather than the tray and made so that a single use feels complete rather than compromised.

Each towel arrives in its own sealed foil sachet, 14 cm by 8 cm. The sachet is part of the object: quiet, precise, and worthy of the table it will sit beside. Nothing about the presentation asks for attention. Everything about it rewards attention.

The fragrance is the final material. It is composed as a perfumer composes: top notes that greet, heart notes that settle, base notes that linger softly on the hands after the towel has been cleared. The scent is calibrated to refresh the guest without competing with the meal, the wine,

or the room itself.

- Soft 3 ply nonwoven towel, 12 by 7 cm unfolded
- One towel per sealed foil sachet, 14 by 8 cm
- Individually sealed for freshness and presentation
- Botanical fragrance composed in three notes: top, heart, base
- Served chilled or at room temperature, never heated
- Made in Türkiye, with every ingredient printed on the sachet

The Service Moment

The towel succeeds or fails in its timing. Offered too early, it is an interruption. Offered without ceremony, it is a utility. Offered at the close of the meal, or at the threshold of arrival and departure, it becomes the ritual it was designed to be.

In the dining room, the towel follows the final course, before the bill and before the goodbye. In the hotel, it meets the guest at arrival, and again at departure, so that the stay is framed by the same quiet standard. In the cabin and the lounge, it restores a sense of care at altitude, where comfort is most often negotiated away.

Presentation is simple. The sealed sachet is offered on a small tray or plate, chilled or at room temperature. The server offers, the guest receives, and nothing more is required. The gesture takes seconds. Its effect is disproportionate to its size, which is precisely the point.

> *“The strongest hospitality details are the least performative and the best timed.”*
>
> PALMA Journal, Restaurant Excellence

The Signature Fragrances

Lime Leaf & Garden Mint is the brightest of the six, composed for seafood rooms, fine dining, and Mediterranean concepts. Bergamot & Vetiver carries an evening register, suited to steakhouses, private clubs, and luxury bars. White Tea & Fig offers a lighter hand for daytime dining, wellness spaces, and boutique hotels. Sandalwood & Moss holds warmth after dark, for private dining and members clubs. Eucalyptus & Rosemary brings a cool, restorative edge to spas, wellness studios, and lounges. Olive Leaf & Cedar grounds Mediterranean rooms, wine country hospitality, and chef-driven concepts in earthy elegance.

A complete study of each composition, including pairing guidance by concept and season, is given in the Signature Fragrance Guide, Fig. 06 of this Evaluation Kit.

Fragrance	Top Notes	Heart Notes	Base Notes
Lime Leaf & Garden Mint	Lime leaf, bright citrus peel, bergamot	Garden mint, green herbs, botanical accord	Clean linen, white cedar, soft musk
Bergamot & Vetiver	Bergamot, grapefruit peel, dry citrus	Soft herbs, green tea, aromatic stem	Vetiver, cedarwood, warm mineral accord
White Tea & Fig	White tea, pear skin, fresh fig leaf	Soft floral tea accord, airy green notes, fig flesh	Pale amber, skin musk, light woods
Sandalwood & Moss	Green moss, dry herbs, bergamot leaf	Sandalwood, soft resin, suede accord	Moss accord, cedar smoke, warm amber
Eucalyptus & Rosemary	Eucalyptus, lemon peel, cool air accord	Rosemary, thyme stem, herbal leaf	Clean woods, mineral musk, soft sage
Olive Leaf & Cedar	Olive leaf, crushed herbs, green citrus	Fig leaf, dry botanicals, soft lavender stem	Cedarwood, olive wood, warm earth accord

The six compositions of the PALMA Signature Collection. Lime Leaf & Garden Mint is the signature green of the house.

Care and Handling

The gesture must be effortless for the guest and disciplined behind it. PALMA towels are individually sealed and made for a single guest, so every presentation is identical, from the first cover of the evening to the last.

Towels are served chilled from a dedicated tray in the refrigerator, or at room temperature from a covered tray at the station, following the Staff Training Guide, Fig. 03. Never heat the sachets or place them in a towel warmer, and keep them away from open flame.

Unopened towels store flat, in a cool, dry place, away from direct light and heat, so that the fragrance rests undisturbed until the moment of service. Storage counts and rotation guidance for each setting are provided in the Restaurant Manager Evaluation Workbook, Fig. 04.

- Individually sealed, one guest, never offered twice
- Chilled or at room temperature, never heated
- Stored flat, cool, dry, and away from direct light and heat
- Presented on a dedicated tray or plate

A Quiet Standard

The refreshing hand towel asks little of a room and returns much to it. It requires no renovation, no retraining of concept, no new language for the menu. It requires only the decision that the ending deserves the same care as the beginning.

PALMA serves restaurants, hotels, airlines, spas, and events, and adapts to each through a single standard: fragrance, sachet, and presentation composed as one. For brands that wish to carry the gesture under their own name, PALMA Private Label adapts fragrance direction, packaging treatment, and presentation around your identity.

We invite you to evaluate the object directly. Hold it, chill it, offer it at the close of a real service, and observe what the last five minutes become.

> *“The meal ends. The memory begins.”*
>
> PALMA

To begin an evaluation or request the complete kit, visit palmabotanical.com or write to hello@palmabotanical.com. PALMA is a brand of Pomank Ventures LLC, Hattiesburg, MS 39401. Made in Türkiye.