

# AMENITIES

AUTUMN 2019 | ISSUE 11

The world of traveller indulgence through design



**VIRGIN GALACTIC PARTNER WITH  
UNDER ARMOUR FOR SPACEWEAR**

[WWW.AMENITIESMAGAZINE.COM](http://WWW.AMENITIESMAGAZINE.COM)

# Welcome



As this year draws to a close, a year in which we have witnessed airline amenities reach new levels of design, creativity and branding the hot topic for 2019 was sustainability.

The industry has met this challenge head-on reducing plastic packaging, introducing new eco-friendly textiles and developing new sustainable items. All of this demonstrates clearly that our industry is playing a key role in developing new eco-friendly and sustainable passenger amenities.

But wait a minute! Hotels faced similar challenges some years ago! Remember those tent cards and mirror sticks appearing in the bathroom asking you to think of the environment? They encouraged us to use our towels more than once, and today we see the small bottles of shampoo and conditioner being replaced with larger refill options helping to reduce plastic waste.

Today it has become standard practice to use towels more than once and not to have our bedding changed every night during our stay. We have come to appreciate that this is the norm.

I fully expect the same to happen to onboard passenger amenities over the next few years and our industry will adopt more standardisation. Bamboo toothbrushes and combs will become the norm, paper packaging will replace plastic and eco blankets made from 100% recycled plastic bottles will be mainstream.

Airlines and suppliers must standardise the range of sustainable products if only to ensure manufacturing costs remain competitive.

In this packed issue we explore the subject of onboard Wi-Fi. With a recent report from BBC World reporting that 67% of passengers would now choose an airline based on connectivity. Is it time that Airlines consider Wi-Fi as a must? Surely Wi-Fi should become a standard amenity, much like the amenity kit or complimentary drink?

Albert Facques, CEO of Bayart Innovations is In the Spotlight, we also speak with Jo Rowan at PrestmanGoode about the Get Onboard: Reduce.Reuse.Rethink exhibition currently on at the London Design Museum. We also ask the question can flying go completely green? Concluding the answer is 'no', but we must all continue to try!

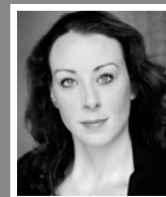
Once again a big thank you to all those who continue to support Amenities, helping make it the success that it is!

**Editor in Chief**  
Debra Bradbury-Ward

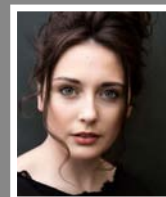
AMENITIES IS  
BROUGHT TO  
YOU BY...



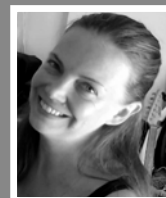
**Publisher**  
Simon Ward



**Features Editor**  
Hayley Hartland



**Features Editor**  
Lily-Fleur Bradbury



**Designer**  
Alison Parsons



The image features three vertical bamboo stalks on the left side, set against a background of weathered, horizontal wooden planks. The bamboo stalks are light green with distinct brown nodes. At the bottom, several long, thin green leaves extend from the stalks. The text is positioned on the right side of the image.

***WHY NOT?***

**IT'S  
GREEN  
& IT'S  
CLEAN!**

Creators of 'flyingbambu'  
tell us why disposability and  
sustainability are essential  
for onboard dental care!



Dr Pedram Dehdari, a life science consultant, and Dr Dariush Taghavi, a dental specialist, are the creators of the 'Flyingbambu' biodegradable toothbrush.

A unique product that provides a solution to two problems for onboard and daily dental care. Sustainability and disposability!

Dental hygiene is a part of everyone's daily routine, whether it's before or after breakfast, at least twice a day, after every meal or even in the shower. Although a mundane part of your routine it's a top priority for those desirable Hollywood pearly whites! Onboard, having a quick freshen up before touch down, especially for those frequent business flyers, is just as important.

It's surprising then, that we are blissfully ignorant of the real impact dental hygiene can play on the build-up of bacteria and germs in our mouths and therefore our all-important health! Dr Dariush Taghavi, is keen to highlight why oral hygiene is so important along with the absolute necessity for disposable dental care. He states "bacteria feeds particularly well on toothbrushes. In the oral cavity, there is a lot of activity...staphylococci, pseudomonas, even intestinal bacteria. Researchers have found up to 500 different bacteria in the human mouth, many of which only reach the mouth via our toothbrush!" He continues, "the small Nylon brushes, are in fact the perfect breeding grounds for germs." Dr Dariush Taghavi's words may have us changing it up for a more disposable alternative both onboard AND at home. He suggests that

"your toothbrush onboard an aircraft should be disposable and the use of a large container for the toothbrush is recommended, in order to provide enough fresh air (oxygen) to avoid bacteria breeding."

Airlines provide disposable dental kits already, however, with sustainability a key issue and a top priority for global

and the plastic cap of the toothpaste, making a hole in the toothpaste tube and trying to get a good amount onto the plastic bristle! Imagine how much waste and the extent of the carbon footprint you have made all for a 2 min teeth clean!" Dr Dariush Taghavi promotes, "Flyingbambu wet&clean biodegradable toothbrushes are the perfect solution for such a journey as

they are pre-coated with toothpaste and also reinforced with antibacteria." With the toothpaste already infused into the brush bristles, there is no need for all the extra products that accompany the 'normal' dental kit.

Dr Pedram Dehdari is keen to stress that, "The team of Flyingbambu didn't only develop the wet&clean 100% biodegradable toothbrush to save plastic waste and protect the environment but they also want to deliver something smart and comfortable to give passengers a balance of a green and clean feeling promoting good oral

hygiene." Finding a solution that can be both disposable and sustainable is a big challenge for the airlines but our experts have created a product which could not only become the norm onboard but also in our everyday dental routine. Why not, it's green and it's clean!



industries, what solutions are airlines providing for disposable yet sustainable dental kits? As Dr Pedram Dehdari, points out, "The procedure onboard is always of the same means of going to the washroom, with your dental kit, opening a plastic sachet, taking out the plastic brush, removing plastic foil