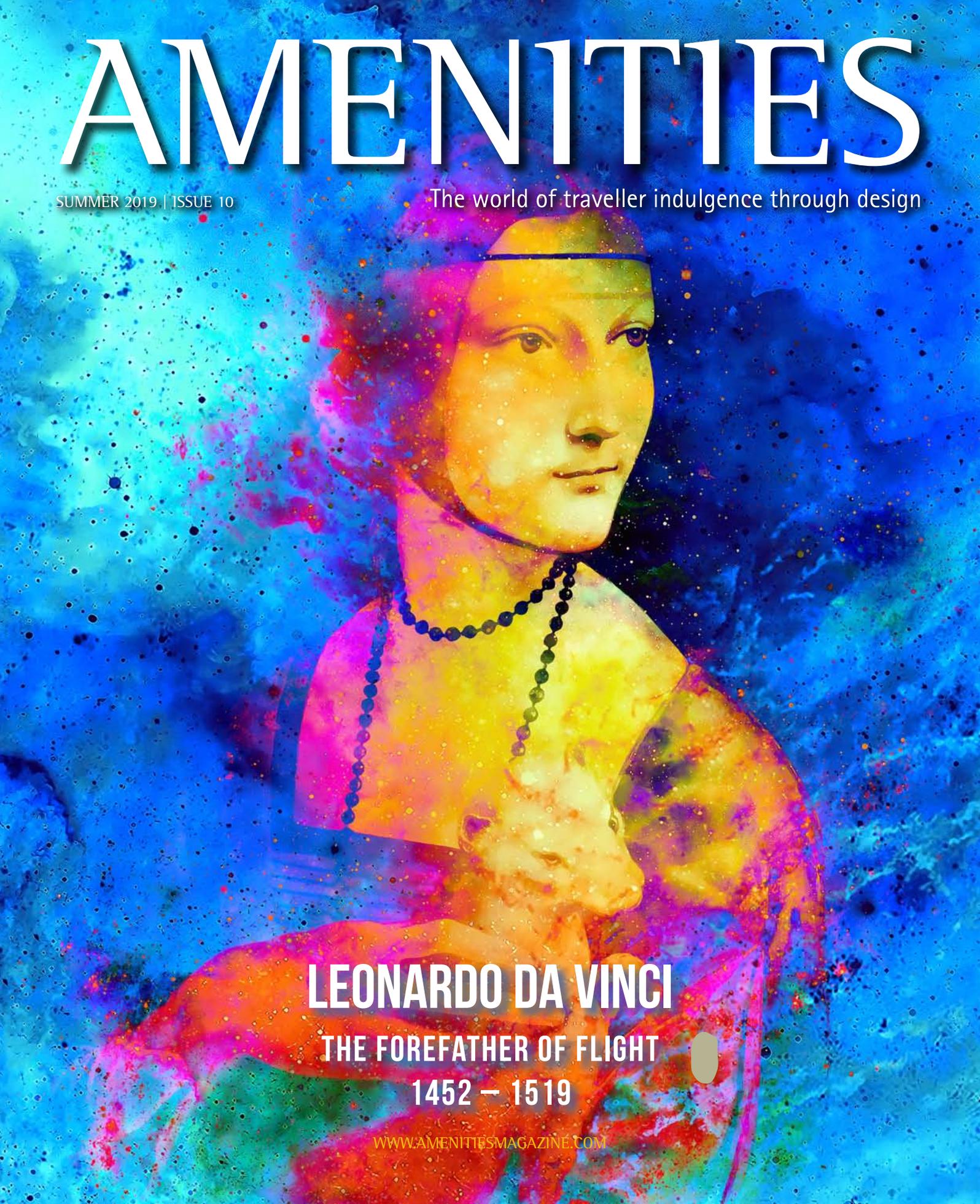


AMENITIES

SUMMER 2019 | ISSUE 10

The world of traveller indulgence through design



LEONARDO DA VINCI

THE FOREFATHER OF FLIGHT

1452 – 1519

WWW.AMENITIESMAGAZINE.COM



From the Editor

'When once you have tasted flight, you will forever walk the earth with your eyes turned skyward, for there you have been, and there you will always long to return.'

The poignancy of these words takes on a whole new sensibility when they have been spoken by the universal genius, Leonardo Da Vinci. It has been 500 years since this master of many conceptualised flying machines, produced the 'Codex On The Flight Of Birds' and invented the Ornithopter, and in celebration of this, the team and I decided to honour such a talent on the front cover of this jam-packed Summer Issue. Described by his contemporaries as the 'Renaissance man', Da Vinci made substantial discoveries in anatomy, civil engineering, geology, optics, and hydrodynamics along with being a master of drawing, painting, sculpting, architecture, science, music, mathematics, literature, botany, writing, history, and cartography. Is there anything this guy couldn't do!!

The Lady With An Ermine, featured on our front cover, was painted by Leonardo in 1489, and was one of only four portraits of women painted by the artist. The other three are of course The Mona Lisa, the portrait of Ginevra de' Benci, and La belle feronnière. Whilst browsing this issue, I hope you look to Da Vinci for inspiration for the future of innovation onboard and remember to live by his wise words 'A beautiful body perishes, but a work of art dies not.'

With works of art in mind, the art of delivering world-class amenities for passengers onboard is one of skill, patience and creativity. Their function; to comfort and refresh airline guests whilst making them feel their business is valued and appreciated. In this issue, we see how the industry is adapting to a more eco-conscious audience, how suppliers are changing their tact and expanding upon their services and we get the EXCLUSIVE on Icelandair's newest design of kits in collaboration with WESSCO to discuss the journey from tender, research and sketches through to the final product. Other areas we look at include The Rise of Premium Economy, Augmented Reality, Dental Care, Greenwashing and In the Spotlight with Leonard Hamersfeld, Director and Founder of Buzz Products.

If this wasn't enough, the team have been working away on our sparkly new website refresh amenitiesmagazine.com! The site contains integrated social media on a wider range of platforms which will continually be updated with original content including features, articles and new product rollouts, helping to keep our readers in the know with up to the minute news.

To finish off, I'd like to wish you all a happy summer holidays from me and the team and we look forward to hearing about any new collaborations going onboard over the coming months. Now time for an Aperol Spritz in the sunshine!

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 BIODEGRADABLE TOOTHBRUSH!

In our last issue of Amenities, we explored the problems of oral health onboard, and it's impact on the environment. With most airlines providing dental care packages that use non-biodegradable single-use plastic, there is an increasing demand for eco-conscious alternatives. A much needed essential for passengers, scraping this amenity is out of the question as it increases a passenger's sense of well-being on a full-body scale. Airlines need look no further. German Life Science Company, Ensymm, may have the toothbrush to solve all our plaque problems AND save the planet!

Ensymm have created a fully pre-coated, biodegradable toothbrush, compact and light enough to be included in passenger amenity kits. The Amenities team caught up with the masterminds behind this revolutionary product.

Dr Daryoush Taghavi is a dentist with considerable experience, who began the process of development through concern of his own impact through his surgeries.

“Oral health has a long history and there are records of oral care methods from around 6000 b.c. developed by the ancient Egyptians. These can be found in translated papyrus manuscripts in which Egyptian physicians describe dental problems such as tooth decay and toothache. Around 500-300b.c. Aristotle the Greek philosopher, and Hypocrites, who is also known as the “father of medicine” describe theoretical and practical methods of treating teeth and gums, such as tooth extraction and oral tissue cauterization.



As we know today oral health has a direct effect on the whole human body. It is proven that a healthy mouth may help you to decrease your risk of serious health problems such as heart attack, stroke and diabetes. The case for good oral hygiene keeps getting stronger, and the importance of oral health and its connection to overall health and wellbeing must be better understood. So providing an efficient oral- dental care on airplanes with its very extreme environment is our duty. Have you ever noticed that your skin, eyes and mouth feels really dry on a flight? Dehydration is the reason for that, and is why you should drink plenty of water whilst in the air. In addition to the dehydration and dry mouth, we know that the plane food and snacks the airlines offer are very tempting but they also can leave you with that gritty feeling of plaque for the remainder of 12 hours journey. This combination of dehydration and food means brushing your teeth is increasingly important onboard. Ensymm biodegradable toothpaste pre-coated toothbrushes are a modern and well thought out way to keep your teeth and our environment clean.”

Dr Pedram Dehdari, Managing Director of Ensymm adds:

“Dr Taghavi is an old study friend of mine, and was always asking me about my work with shrimp shell where we process it to chitosan, a natural antibacterial and fungal material. He told me that he was concerned about the environmental impact of disposable, plastic toothbrushes, such as those offered at dental surgeries, or onboard aircraft. He began lessening his impact by offering bamboo toothbrushes at his surgery for his patients. I felt that, although this was a good step, it would be much better to remove the plastic bristle from the brush, as well as the small plastic cap and foil, whilst making dental hygiene onboard faster, easier and lighter.

Throughout this discussion he then asked if it would be possible to coat the toothbrushes in the antibacterial product Chitosan, and so we started to develop a 100% biodegradeable toothbrush. In partnership with Dr. Bishnu in PEIU and Dr Taghavi we replaced the bristles with bioplastic, removed the cap and foil, and tried various combinations of toothpaste gel mixed with Chitosan.

From this development we packaged it in a 100% recyclable box, and created the completely biodegradeable, wet&clean bamboo toothbrush.

We were then able to find the right, high-quality producer in China to make the prototype to promote to airlines, hotels and other industry figures. Hopefully this will open doors, and allow airlines to make the choice to give passengers a green and clean feeling!”

This is an exciting development within the sustainability market. As more and more people are trying to find a way to reduce their carbon footprint, airlines are being pushed to make new choices in their amenity offerings. There is just one catch, airlines are going to have to advance their amenity budgets. This technology is not currently available for the 6pence price set aside in most dental kit amenity budgets. However, with the world turning more green, and passenger awareness of sustainable products increasing, now is the time for airlines to invest more in their products, lessen their environmental impact, and pave the way to a greener future of air travel.