

fréamh

ROOTED IN NATURE



fréamh

R O O T E D I N N A T U R E

Irish translation of “Root”, pronounced / f’ray-uv /

*Evokes deep grounding and ancestral connection to the land, perfect
to reflect both wellness and the legacy of this island’s farming history*

our story

At FBD Hotels & Resorts, we believe that true wellness is rooted in authenticity. We wanted to create something that would feel unmistakably Irish – a collection born from our land, our tides, and our people.

To bring this vision to life, we partnered with a 100% Irish-owned wellness creator whose founder has over three decades of experience in the spa world – a true curator of calm, with a lifelong passion for restoring balance and wellbeing.

Together, we designed an exclusive spa and retail collection that honours the rhythms of our island. Each product line is inspired by the natural elements that shape us – the grounding strength of the earth, the fluid movement of the shoreline, the breath of the wind, and the deep calm of the sea.

Every ritual and remedy have been crafted to connect body and mind, to slow the pace, and to draw on the healing qualities of nature. It's a celebration of Ireland's beauty and spirit – brought to life in treatments and products you won't find anywhere else in the world.

Rooted in nature. Guided by the tides.

guided by tides, rooted in nature

In the quiet harmony of our island landscape - water and air converge, the ocean's fierce spirit dances with gentle grace. It roars with primal strength, its waves thunderous and wild, yet caresses the shoreline with a tender touch - soft and nurturing. The Irish shoreline stands rooted and steadfast, a silent guardian supporting the dance of tides, while the breeze whispers softly around it - ever present, guiding and nurturing the flow of energy. Rooted in Nature.

ten body rituals

ROOTED | FRÉAMH

FREAMHAITHE - The Rooting

GROUNDED IN WELLNESS - Menopause; Balancing Massage

EARTHING DETOX BODY WRAP RITUAL

SHORELINE | CLADAIGH

MUSCLE RECOVERY RITUAL - Firm Full Body Massage

THE RESET - Abdominal Massage for Gut Health

SEA | FARRAIGE

CODLADH SÁMH - Peaceful Sleep

HOT STONE RITUAL - Warming Stone Massage

NA MARA - Sea Salt Polish

AIR | GAOTH

THE BLOSSIMING - Pregnancy Massage

NEW MOTHER - Postpartum Massage

rooted | fréamh

/fray-uv/

Signifying grounding and stability. Fréamh connects body and mind to the earth's steady rhythm, supporting balance, calm and inner strength.

RITUAL OFFERINGS:

- Fréamhaithe The Rooting
Destress | Stability | Calming Presence
- Grounded in Wellness
Balancing | Menopause | Transition
- Earthing Detox Body Wrap
Detoxify | Purity | Re-energise

RETAIL OFFERINGS:

- Grounding Body Oil
- Calm Body Balm
- Calm Room Spray
- Calm Face Oil



treatments

FRÉAMHAI THE The Rooting

Like roots reaching down into nourishing soil, this massage treatment anchors body and mind, immersed in the healing rhythm of nature. Through a soothing massage of face and body, tension softens, the breath deepens and you emerge replenished, rooted, and reconnected to your inner landscape.

- 60 Minutes
Full body massage
- 90 Minutes
*Full body massage with Face
Gua Sha & Scalp Massage*

GROUNDED IN WELLNESS Menopause; Balancing Massage

Created with women in mind, this nurturing ritual supports the body through the shifts of menopause and hormonal change. Like ancient stones shaped by wind and water, or roots finding steady hold in shifting soil, this treatment steadies and realigns the body, easing tension, supporting circulation, and encouraging a deep sense of calm.

- 90 Minutes
Back of Body, Face & Feet

treatments

EARTHING DETOX BODY WRAP RITUAL

Drawing inspiration from the healing power of the land, utilising mineral-rich clay and plant botanicals to detoxify, purify, and re-energise body and mind. Like earth absorbing the rain, this treatment restores balance, refreshes the skin, and uplifts the spirit. You emerge renewed, refreshed, and harmonised in body and mind.

- 60 Minutes
Full Body Wrap



shoreline | cladaigh

/cla-dig/

Inspired by the meeting of land and sea. Cladaigh reflects renewal, cleansing, and the invigorating energy where the tides meet the shore.

RITUAL OFFERINGS:

- Muscle Recovery Ritual
Deep Relief | Repair | Soothing
- The Reset
Abdominal | Warmth | Cleansing

RETAIL OFFERINGS:

- Reset Cleanse Oil
(Abdominal Massage)
- Detox Seaweed Body Oil
- Muscle Detox Bath Salts
- Muscle Recovery Body Oil
- Magnesium Spray (Muscle Recovery)



treatments

MUSCLE RECOVERY

RITUAL

Firm Full Body Massage

Crafted to restore strength and vitality, this flowing, rhythmical massage works deeply into tired muscles, easing tightness and stiffness. Circulation improves, tension releases, and energy is restored. Like rivers carving their course through stone or winds sweeping across the land, this ritual restores rhythm, balance, and flow within the body.

- 60 Minutes
Back of Body Massage
- 90 Minutes
Full Body Massage

THE RESET

Abdominal Massage -

Gut Health

Centred on the abdomen, the hearth of vitality, soothing massage encourages circulation, energy flow, and nourishment to the digestive organs, while face and foot reflexology support balance throughout the whole system. Designed to restore harmony from deep within as a sense of lightness and calm begins to take root.

- 60 Minutes
Abdominal Massage with Face & Foot Reflexology

sea | farraige

/far-ih-geh/

Farraige embodies the soothing, restorative power of ocean tides, calming the senses and lulling the body into deep rest.

RITUAL OFFERINGS:

- Codladh Sámh
Deep Rest | Restoring | Nourishing
- Hot Stone Ritual
Soft Warmth | Stress Relief | Deep Relaxation
- Na Mara
Seaweed & Seasalt Body Polish

RETAIL OFFERINGS:

- Sleep Pillow Spray
- Sleep Sound Sea Salt Bath
- Sleep Sound Body Oil



treatments

CODLADH SÁMH Peaceful Sleep

From the Irish Codladh Sámh, meaning peaceful sleep, this ritual draws you into the quiet embrace of night and the steadying rhythm of the earth. It honours the ancient wisdom of rest and the way the land lies fallow to renew, and offers a space for body and mind to settle into deep slumber.

- 90 Minutes
Face & Body Sleep Massage
- 120 Minutes
*Face & Body Sleep Massage with
Restorative Body Envelopment*

HOT STONE RITUAL Warming Stone Massage

This nurturing ritual uses warm jade stones to release tension, restore balance, and support the body's natural healing. Jade, long revered for its grounding and calming properties, helps ease muscle stiffness, improve circulation, and promote a sense of inner harmony. Combined with flowing massage, the stones help the body relax deeply while encouraging energy to move freely.

- 60 Minutes
Full Body Jade Stone Massage
- 90 Minutes
*Full Body Jade Stone Massage with
Face Gua Sha & Scalp Massage*

treatments

NA MARA

Seasalt Polish

From the Irish Na Mara, meaning From the Sea, this ritual evokes the ocean's healing power, harnessing sea minerals and botanicals to refresh, detoxify, and nourish the skin. Like waves rolling across the shore this treatment reconnects body and spirit, leaving you refreshed, invigorated, and full of vitality.

- 60 Minutes
Full Body Scrub

air | goath

/gwee/

Goath captures the gentle, life-giving movement of air, nurturing, uplifting, and carrying quiet strength to support new beginnings for pregnancy & beyond.

RITUAL OFFERINGS:

- The Blossoming
Pregnancy Massage
- New Mother
Postpartum Massage

RETAIL OFFERINGS:

- Nurturing (Pregnancy & Beyond)
Body Oil
- Nurturing Bath Salts



treatments

THE BLOSSOMING Pregnancy Massage

Designed to support and comfort the body through the 2nd and 3rd trimesters of pregnancy, this intuitive massage soothes tired muscles in the back, hips, and lower legs, relieving tension, improving sleep, and encouraging a deep sense of calm. Like new buds reaching toward the sun, this treatment helps the body grow in harmony with its changing rhythm. You emerge relaxed, replenished, and deeply connected to your body and the life within.

- 60 Minutes
Full body massage
- 90 Minutes
*Full body massage with Face Gua Sha
& Scalp Massage*

NEW MOTHER Postpartum Massage

This bespoke ritual is designed to support the body and mind after childbirth. Gentle, flowing massage for the face and body helps release tension, ease aches, and encourage circulation, while promoting deep relaxation and a sense of calm.

- 60 Minutes
Full body massage
- 90 Minutes
*Full body massage with Face Gua Sha
& Scalp Massage*

our sustainability promise

OUR SUSTAINABILITY PROMISE

At fréamh, we believe that caring for ourselves goes hand-in-hand with caring for the world we live in. As a brand inspired by the land, sea, air, and shoreline of Ireland, it is only natural that we tread lightly, protect what we cherish, and create with future generations in mind.

Our commitment to sustainability touches every stage of our journey — from how we source ingredients, to the way we design our packaging, to the partners we work with.

LOW IMPACT MATERIALS

We have reduced plastic use to the absolute minimum, found only in necessary components such as caps, droppers, and seals on bath salts. Our printed materials

are free from lamination or plastic, and our boxes and sleeves are made from PEFC-accredited board – sourced from sustainably managed forests.

CONSIDERED INGREDIENTS

Our oils and balms are made from 100% natural ingredients, with an average of 50% organically certified components. We avoid all harmful chemicals and toxins, ensuring that what touches your skin is safe for you, safe for our planet, and safe for our children's future.

Wherever possible, we source close to home to support Irish suppliers, guarantee quality, and reduce our carbon footprint.

our sustainability promise

LOW IMPACT PRODUCTION

We uphold high environmental standards during manufacturing, recycle wherever possible, and actively minimise waste. We reuse raw material packaging to supply our spas with professional-use massage oil, encouraging on-site refills and reducing unnecessary waste.

ANIMAL WELFARE & VEGAN COMMITMENT

We are 100% cruelty free — no animal testing takes place at any stage of our process. All of our ingredients are vegan, with full traceability from trusted suppliers.

COMMUNITY & LOCAL SOURCING

We are proud that 100% of our design and print is sourced and produced in Ireland,

keeping our carbon footprint as low as possible and supporting local businesses. All products are hand-crafted in Cork.

TRANSPORT – 100% ELECTRIC FOR B2B DELIVERIES

All business-to-business deliveries are made using fully electric vehicles, produced with renewable energy and designed with recycled and natural materials — reflecting our belief that sustainability should extend far beyond our products.

Fréamh is more than a self-care collection. It is a 360° commitment to wellness — for you, for our communities, and for the land we proudly call home.

our mission

OUR APPROACH: THERAPIST-CENTRIC

At fréamh, our mission is to support self-care in its truest form — for both our guests and the therapists who care for them. Our treatments are designed to address real-world needs such as sleep, stress, hormonal balance, muscle recovery, gut health, and more, ensuring every ritual has a meaningful purpose.

We believe in the power of touch, and we are committed to elevating the skills and confidence of our spa teams through

advanced massage education and holistic training. Our aim is to equip therapists with the knowledge, techniques, and self-care practices they need to deliver deeply effective, compassionate treatments.

Fréamh was created with therapists in mind: to empower, to inspire, and to foster a community of skilled, mindful practitioners who bring authenticity, care, and presence to every treatment.

Printed on 100% recycled paper





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FIBD Hotels & Resorts