

THE GRAND HOTEL

Fréamh

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.



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.

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.

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.

