The kiosk takeover

By **Mary Jane Pittilla** on June, 18 2019 | Industry News

Automated vending machines lining the halls of airports are increasing in number and variety. Just like virtually all technologies, vending machines are seeing an evolution in what vendors are filling them with to appeal to today's culture of convenience.

The kiosk is alive and well in the beauty and wellness category. Fun-loving makeup and skincare brand Benefit Cosmetics has kiosks containing the company's beauty and skincare products in three airports, including Austin Bergstrom. The kiosks are powder pink in color and designed to look like vintage beauty buses, complete with slogans and fuzzy dice. Travelers can choose from 30 different beauty products including many of Benefit's best-sellers.

Dollar Shave Club, the e-commerce shaving company that sold to Unilever for US$1 billion in 2016, is slated to launch its first automated kiosk in early 2019 in New York LaGuardia Airport. The machines will offer six kits, retailing at U$12 each, containing Dollar Shave Club products such as shave, shower, hair care and skincare, including a best-sellers' kit with the most popular product from each product line.

Mass-market retailer CVS has also introduced vending machines stocked with various necessities for on-the-go travelers in airports, hotels and other transportation hubs. The machines offer up to 70 products including over-the-counter remedies for allergy, pain relief and colds, beauty and personal care products, eye care and tooth care items, vitamins, first-aid remedies, essentials such as batteries, phone chargers and earbuds, lint rollers and clothing stain removers.

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