

Laboratoire Nuxe to launch Crème Prodigieuse Boost in Cannes

By **Jas Ryat** on September, 18 2018 | Fragrances, Cosmetics, Skincare & Haircare



Laboratoire Nuxe returns to Cannes with the Crème Prodigieuse Boost collection aimed at reversing the early signs of aging

French brand Laboratoire Nuxe celebrates its fifth year in travel retail with the unveiling of Crème Prodigieuse Boost at this year's TFWA World Exhibition in Cannes at booth J36, Green Village. The brand, known for its natural cosmetology has established itself as a benchmark company in pharmaceuticals. Since then the brand has enjoyed significant year on year growth with sales doubling over the last three years.

Crème Prodigieuse Boost from Laboratoire NUXE is a new Multi-Correction skincare range formulated to combat for the first signs of ageing.

Marion Bruimaud, Global Travel Retail Director, Laboratoire NUXE said: "Crème Prodigieuse Boost is one of our most important new product developments and we believe it will become yet another iconic concept from Nuxe. It is the ideal product to bring to the travel retail channel as it perfectly meets the demands of travel retailer customers for new and innovative products that match the needs of their lifestyles."

The Crème Prodigieuse Boost collection offers five skincare products with a “CTRL-delete” effect to counter the effects of fatigue, stress and pollution on the skin, and keep it fresh, plump and luminous, even when the pace of life speeds up, according to the brand.

This new-generation of skincare products is formulated to deliver a multi-correcting action on the harmful effects of the busy urban lifestyles of 25-39 year-old women whose skins endure high stress levels and insufficient sleep, along with the effect of the urban environment, such as pollution and various forms of radiation. As a result their skins are bombarded with oxidative stress, cellular stress and collagen damage.

NUXE Research discovers the plants with the greatest benefits at the very heart of nature, and extracts their most precious active ingredients and with Crème Prodigieuse Boost, NUXE has come to the rescue of skin cells, with an anti-oxidant complex combining Jasmine Flower, Calendula Flower and a Cellular Sugar, which boost the skin's mechanisms to correct the consequences on the skin of today's pace of life.

The New collection includes Energising Priming Concentrate 100 ml pump-bottle, Multi-Correction Eye Gel Balm 15 ml pump-tube, Multi-Correction Gel Cream 40 ml pump-tube, Multi-Correction Silky Cream, Night Recovery Oil Balm 50 ml jar.

Nuxe products are currently available in 240 points of sale in 38 countries and are also listed on-board 61 airlines including Air France, Virgin Atlantic, Transavia, EasyJet and Ryanair). 190 airport duty free shops in airports such as Brussels, Frankfurt, Amsterdam, Madrid, Malaga, Oslo, Copenhagen, Paris CDG, Paris Orly, Rome Fiumicino and Ciampino, Istanbul, Luqqa, Sofia and the airports of the Greek Islands.