

Nuxe champions eco-friendly anti-ageing skincare products for travel retail

By **Jas Ryat** on March, 12 2020 | Fragrances, Cosmetics, Skincare & Haircare



France based NUXE celebrates its range of anti-ageing skincare products, formulated in the NUXE laboratory in Paris, made with up to 88% natural origin ingredients. The formulas contain active botanical ingredients with controlled geographic traceability and favour environmentally friendly extraction methods.

The 50ml glass jars are eco-designed to be recyclable, and lighter, due to a rounded base that reduces the weight while retaining its finish.

The Crème Prodigieuse Boost range, enriched with an antioxidant complex containing Jasmine Flower, offers multi-correction for the first signs of ageing which are seen around 25 years old.

From around the age of 40 skin starts to lose firmness and tone; first expression lines and wrinkles become visible. The Merveillance Expert skincare products strengthen the skin's elasticity to provide a "lifting" effect helping to reduce wrinkles.

From around the age of 50 skin starts to slacken, wrinkles are visible, and the complexion becomes dull and less even. The Nuxuriance Ultra range of anti-ageing skincare products, with the renewing power of Saffron and Bougainvillea Bi-Floral Cells, stimulates the production of new major skin cells for a re-densifying effect. Wrinkles are filled and the oval outline of the face appears redefined.

From around the age of 60 skin becomes drier and thinner, losing density and radiance. Deep wrinkles are visible. The Nuxuriance Gold anti-ageing collection for dry skin with its concentrated power of Saffron and Bougainvillea Bi-Floral Cells, Porcelain Rose Oleoactive and a Nutri-Restorative Complex provides renewal, nourishment, elasticity and radiance.

"Over time, each skin type expresses differing needs and NUXE provides a range of products that can help correct the impact that time and stress have upon our skin. It's an impact that starts to become visible in our mid-twenties. Our range of anti-ageing products offers a tailored routine for our skin as it ages. All the product packs are 50ml or less and their impeccable eco-friendly credentials appeal to today's consumers who increasingly prefer to choose responsibly produced product, making them ideal products for the travel retail channel, said Marion Bruimaud, NUXE Travel Retail Director.

The Full Range



Crème Prodigieuse Boost

Energising Priming Concentrate

Multi-Correction Gel Cream

Multi- Correction Silky Cream

Multi-Correction Eye Balm Gel

Night Recovery Oil Balm

5-in-1 Multi-Perfection Smoothing Primer



Merveillance Expert

Lift and Firm Serum

Lift and Firm Cream

Lift and Firm Rich Cream

Eye Contour Lift

Lift and Firm Night Cream

Nuxuriance Ultra



Replenishing Serum

Replenishing Fluid-Cream

Replenishing Cream SPF20

Replenishing Rich Cream - Eye and Lip Contour -

Replenishing Night Cream

Luxurious Body Cream

Anti-Dark Spot and Anti-Ageing Hand Cream



Nuxuriance Gold

Nutri-Revitalising Serum

Nutri-Fortifying Oil-Cream

Nutri-Fortifying Night Balm

Radiance Eye Balm