

Rituals promotes sleep in new Ritual of Jing collection

By **Jas Ryat** on March, 3 2020 | Fragrances, Cosmetics, Skincare & Haircare



The Ritual of Jing collection is available immediately in Rituals' travel retail locations globally

Rituals has added a new collection inspired by the ancient Chinese concept of Jing, representing calmness, stillness and tranquillity.

The Ritual of Jing comprises two ranges - Relax and Sleep - and helps consumers create a personal

sanctuary where they can escape from the hectic pace of everyday life. The Ritual of Jing is available immediately in Rituals' travel retail locations globally.

Neil Ebbutt, Rituals Director Travel Retail, said: "All too often our health is compromised when traveling due to a number of reasons, including stress, jet lag and a change in environment. We're confident that by incorporating The Ritual of Jing into their daily routines, travelers will be relieved of stress and able to unwind after a long journey."

The Relax range provides a calming and soothing experience with its warm, floral fragrance based on the essential oils of sacred lotus and jujube, combined with a bouquet of intense blossoms, soft woods and musks.

Rituals recommends incorporating The Ritual of Jing products into everyday routines to help keep stress levels at a minimum. The morning routine can begin with the Foaming Shower Gel, a gentle foaming body cleanser, followed by an invigorating Body Scrub composed of ultra-fine bamboo particles and a rich cream base to awaken skin. Once dry, Rituals recommends applying a nourishing layer of Body Cream and a spritz of the Hair and Body Mist Fragrance.

The easy-to-use Relaxing Serum roller, which combines refreshing Chinese peppermint and relaxing jujube, offers a 10-second stress fix, while the soothing Scented Candle helps calm mental state.

The Ritual of Jing Relax Tea, infused with chamomile and verbena, can be enjoyed during the day and the nourishing Hand Lotion can be massaged into hands. Lastly, the Hair and Body Mist provides a soothing scent.

The Sleep collection features a tranquil fragrance, based on the essential oils of lavender and sacred wood, which helps to promote quality sleep. Products in the Sleep collection encourage customers to start slowing down in the evening with a pre-bedtime routine.

Rituals has created a scented Massage Candle that contains essential nourishing and moisturizing oils that help soothe the skin and enhance the quality of sleep. The Ritual of Jing Sleep Tea contains a herbal infusion of lavender and valerian and should be drunk no less than two hours before bedtime to encourage deep sleep.

The nourishing Shower Oil transforms into a silky soft foam when it comes in contact with water, while Magnesium Bath Crystals immediately create a calming effect. Once out of the shower/bath, Rituals recommends quick-absorbing Dry Oil.

A Foot Mask and Pillow Mist complete the collection.