

Lotte delivers donated L'Occitane hand cream to Seoul Medical Center



Lotte Duty Free, its customers and L'Occitane together contributed 3,000 hand creams to staff at Seoul Medical Center to protect their hands through the dry winter months

On October 22, Lotte Duty Free delivered 3,000 hand creams to medical staff at Seoul Medical Center, one of the COVID-19 nationally designated hospitals.

Lotte Duty Free created a “One for One” campaign, conducted with L'Occitane and running throughout September. In this campaign, customers donated when purchasing L'Occitane products at Lotte Duty Free, in order to express gratitude to the medical staff who are at the forefront of COVID-19.

When customers purchased L'Occitane products at Lotte Duty Free, they could donate L'Occitane's best-selling “Shea Butter Hand Cream” to medical staff in a “One for One” method. L'Occitane is donating hand sanitizers and hand creams to medical staff in 30 countries around the world.

The companies prepared a product with high moisturizing power to prevent medical staff who frequently wash their hands and use hand sanitizers during dry winter. Customers were so supportive that this hand cream was delivered earlier than expected.

Lotte Duty Free continues to support medical staff in numerous ways, such as delivering 500 “LDF Heart Protection Kits” containing functional T-shirts and tumblers to the Korean Nurses Association in September.

Lee Young-Jik, Head of the Product 1 Division of Lotte Duty Free, said, "I hope this donation campaign, which was conducted with the participation of Lotte Duty Free customers, will be a gift of support to medical staff. I plan to do it."