

The Shilla Duty Free partners with Clarins to launch vegan-friendly skincare line

By **Elena Owyong** on August, 13 2019 | Retailers



My Clarins' vegan-friendly skincare line includes products such as cleansing milk, hydrating cream and a beauty mist, among many others

The Shilla Duty Free has partnered with French luxury skincare brand Clarins to launch a new vegan-friendly skincare line called "My Clarins".

According to The Shilla Duty Free's press release, My Clarins' products harnesses the power of natural ingredients to help customers achieve youthful-looking skin.

My Clarins' skincare line includes nine products that target the five dimensions of healthy skin: radiant and luminous skin, glowing complexion, hydrated, smooth and plump skin.

Using natural ingredients such as the extracts of fruits, plants, flowers and seeds, My Clarins' products' formula features a unique blend of coconut water and Alpenrose extract to help maintain youthful-looking skin. To further protect the impact pollution has on the skin, My Clarins' Anti-Pollution Plant-Based Complex is also added into the formulas.

All products in the range are cruelty-free with eco-friendly packaging made from recycled material which are sourced from sustainably managed forest.

“We are delighted to partner with The Shilla Duty Free, a digitally advanced and millennial driven partner, to bring My Clarins to young, discerning travelers. My Clarins is a significant milestone, further reinforcing the presence of Clarins in the uncharted territory of clean beauty while widening our extensive beauty repertoire,” said Alexandre Callens, Travel Retail Asia Pacific General Manager of Clarins.

“As young consumers become increasingly sophisticated and discerning in their skincare regime, our vegan-friendly and dermatologist-tested skincare solution is set to be a huge step forward in terms of sustainability and consumer-centricity. Priding ourselves in offering something for every woman at every stage of her life, My Clarins perfectly exemplifies Clarins’ values in respecting the environment, while selecting only the best nature has to offer.”

Details of the nine products are listed below.

My Clarins’ skincare products

RE-BOOST Refreshing Hydrating Cream (US\$27) is a light moisturizer infused with organic goji berry, fig, acerola seed, organic apricot oil and tamarind pulp acids to boost the skin’s energy and hydration.

RE-BOOST Comforting Hydrating Cream (US\$27) is a cream made with fig, acerola seed, tamarind pulp acids and shea butter to help soothe and comfort dry, sensitive and flaky skin.

RE-BOOST Matifying Hydrating Cream (US\$27) is suitable for oily skin, formulated with meadowsweet extract and strawberry tree fruit extract to minimize pores, shine and imperfections without drying out the skin.

RE-MOVE Micellar Cleansing Milk (US\$19) is a lightweight cleanser that combines the freshness of water, fig and the cleansing power of micelles to leave the skin clean and clear.

RE-MOVE Purifying Cleansing Gel (US\$19) contains a powerful cocktail of pollution-fighting moringa extract, purifying meadowsweet extract, and softening orange flower water to rebalance the skin and reduce shine.

RE-FRESH Hydrating Beauty Mist (US\$22) is a floral-fruit facial mist and toner infused with softening robinia flower water, and acerola seed extract that gives the skin a radiant glow.

RE-CHARGE Relaxing Sleep Mask (US\$28) is a plant-based overnight face mask is packed with huang qi, acerola seed and fig extracts to purify and hydrate the skin.

PORE-LESS Blur and Matte Stick (US\$19) is an oil-absorbing mattifying stick with organic strawberry tea fruit extract that absorbs oil and blurs pores.

CLEAR-OUT Targets Imperfections (US\$19) is a SOS spot treatment gel infused with meadowsweet extract to dry out blemishes, relieve dermatitis and clear blocked pores, leaving the skin feeling fresh and cool.

“The Shilla Duty Free is proud to partner Clarins, an esteemed skincare brand, that understands and caters to the needs of modern customers who are on the lookout for quality and eco-conscious beauty products that make a positive environmental impact,” said Mr. Young Hoon Kim, Executive Vice President of The Shilla Duty Free.

“We believe that our younger customers will be delighted to find the My Clarins skincare range accessible and relatable to them, as its wide selection covers different needs for a fuss-free skincare routine during their travels.”



My Clarins skincare range is sold at The Shilla Duty Free stores in South Korea, Hong Kong and Singapore

My Clarins' skincare range is available exclusively at The Shilla Duty Free's stores in South Korea, Singapore, and Hong Kong among Asia-Pacific travel retailers.