

Biotherm x Coco Capitán pop-up gives a voice to the ocean in Hainan



The ecologically designed pop-up store at Haitang Bay Duty Free Shopping Center features Biotherm's sustainability commitments and interactive retailments to educate travelers about ocean protection

This summer, Biotherm launched its collaboration with renowned multi-media artist, Coco Capitán, with a more sustainable pop-up at Haitang Bay Duty Free Shopping Center, Hainan.

Raising awareness of the impact that climate change and widespread plastic pollution pose to the phytoplankton living in the seas, the ecologically designed pop-up features Biotherm's sustainability commitments, interactive retailments to educate travelers about ocean protection, as well as spotlights its collaboration with One Planet Foundation.

Running June 1 - June 30, three limited-edition Travel Retail Exclusive Sets, Life Plankton™ Elixir Duo Set, Force Supreme Youth Architect Duo Set and Aquapower Moisturizer Duo Set are depicted with Coco Capitán's artistic design as a call-to-action to preserve the Blue Lung.

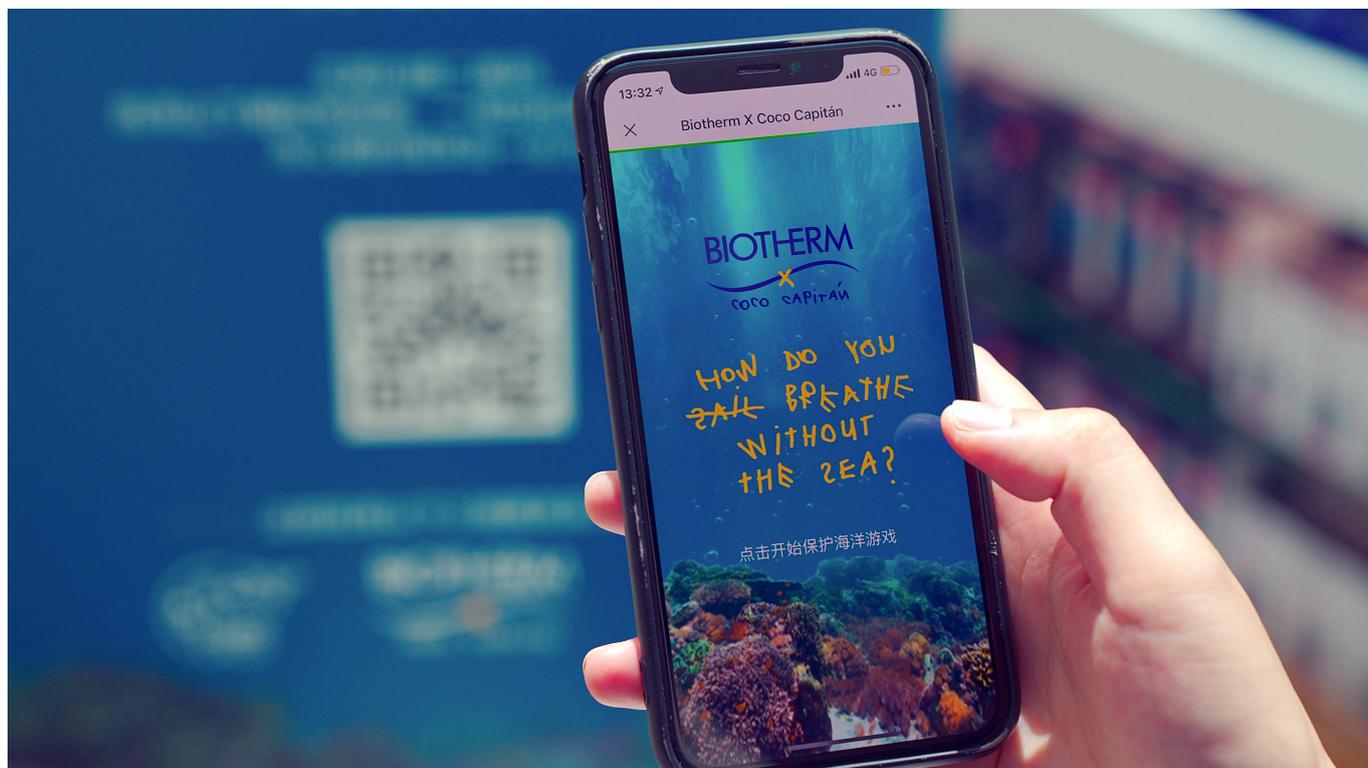
Written in Coco Capitán's iconic handwriting at the center of the sustainable pop-up is the question: "How do you sail breathe without the sea?". The pop-up is made up of approximately 87% recycled and renewable eco-materials. The sides of the display showcase Biotherm's Water Lovers sustainability commitments in a holistic way through the entire life cycle of a product.

Announced in May, Biotherm is committed to give back with a 100,000RMB donation to One Planet

Foundation in support to efforts in tackling plastic pollution in Hainan.



Highlighting Biotherm's commitment to a circular economy, a line of more sustainably packaged Travel Retail Exclusive Sets with 100% recyclable sleeve packaging are available at the pop-up



By scanning a QR Code, visitors can embark on the "Ocean Protection AR Game" via their mobile phone for a virtual ocean cleanup to tackle marine litter

Educating visitors at the pop-up store are interactive retailtainmentments supported by the Virtual Reality technologies. By scanning a QR Code, visitors can embark on the “Ocean Protection AR Game” via their mobile phone for a virtual ocean cleanup to tackle marine litter. Furthermore, consumers are invited to add their signature to a giant interactive wall, as a pledge to a better future for the oceans. The signatures will float into the ocean, symbolizing a call to action to preserve the planet’s waters.

“At Biotherm Travel Retail Asia Pacific, we have a responsibility to touch as many people as possible about ocean conservation and we believe that art has the power to make people act. With the launch of the Biotherm x Coco Capitán ecologically designed pop-up in Hainan, we are very proud to immerse and educate travelers to getting out the message of the risks facing our Earth’s Blue Lung – the source of more than half of the oxygen produced on earth,” explains Petrina KHO, General Manager, Biotherm Travel Retail Asia Pacific.

Highlighting Biotherm’s commitment to a circular economy, a line of more sustainably packaged Travel Retail Exclusive Sets with 100% recyclable sleeve packaging including Life Plankton™ Elixir Duo Set, Force Supreme Youth Architect Duo Set and Aquapower Moisturizer Duo Set, are available at the pop-up.