

Emma Hardie lands easyJet listing for Travel Essentials Set



Emma Hardie secures an exclusive listing with easyJet for its Travel Essentials Set

UK skincare brand Emma Hardie has partnered with easyJet in a new listing for the Travel Essentials Set.

Exclusive to the airline. The set includes a 50ml travel size of the iconic and multi award-winning Moringa Cleansing Balm, plus a full size (50ml) of another of Emma Hardie's bestselling products, the Midas Touch Revitalising Cream.

With a value of £78 (US\$980), the Travel Essentials Set is available on EasyJet flights for £55 (US\$69).

Emma Hardie was founded in 2009 and has developed into a popular and well recognized independent skincare brand, known for creating natural, cruelty-free and innovative products using targeted botanical ingredients.

The Moringa Cleansing Balm is said to remove all traces of face and eye make-up, and deeply cleanses the pores, as well as balancing, hydrating, and moisturizing the skin. The multi-purpose balm can also be used as a nourishing mask, lip balm and treatment for areas of dry skin.

The Midas Touch Revitalising Cream is specially designed to hydrate and plump skin, featuring botanical derived from Avocado, Edelweiss and Algae to help to lift and tighten as well as Hyaluronic Acid to provide deep hydration. The smoothing cream can be used both morning and evening, making it the perfect dual-purpose moisturizer for travel.

Jasleen Babraha, Emma Hardie Head of Travel Retail and International, said, "Whether its inflight, duty free or cruise ships, the travel retail space gives brands a huge advantage to increase their brand awareness and recruit new customers. Emma Hardie launched its Travel Essentials Set exclusive to EasyJet's UK passengers on March 20, and with a reach of around 50 million passengers, traveling to 158 destinations, this seemed like a match made in heaven.

"EasyJet is one of Europe's biggest airlines with approximately 93 million passengers traveling every year. It's a forward-thinking airline with an enthusiastic, engaging crew ready to be brand

ambassadors.”