

Rituals extends Ritual of Jing collection



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Rituals Cosmetics has added two new products to The Ritual of Jing collection inspired by the ancient Chinese concept of Jing, representing calmness and tranquillity.

New to The Ritual of Jing are an innovative Aroma Diffuser and Foaming Shower Gel. Both products are available from March in Rituals' standalone stores.

The Aroma Diffuser from the Relax collection aims to create a relaxing atmosphere for restful sleep by emitting a transparent cloud of fragrance containing powerful ingredients to help quieten the mind and calm the senses.

The Foaming Shower Gel from the Sleep collection is infused with a sleep-promoting fragrance, based on the essential oils of lavender and sandalwood, to inspire inner peace, tranquillity and boost wellbeing.

Melvin Broekaart, Rituals Director Global Travel Retail, said: "Since launching in 2020, at a time when people began to increasingly prioritize their wellbeing, The Ritual of Jing line has resonated strongly with consumers and continues to perform well in travel retail and local markets. These latest innovations add further appeal to the collection and underline our commitment to helping consumers achieve greater wellbeing when at home and on their travels."

Market research conducted in collaboration with Kantar has shown that The Ritual of Jing products have a positive perceived impact on sleep quality. 82% of test respondents stated that they fall asleep faster after using The Ritual of Jing products for two weeks. Moreover, 97% of test respondents would recommend products from The Ritual of Jing Bedtime Relaxation Routine to their friends and family.

The Relax range contributes to relaxation with its floral and warm fragrance based on the essential oils lotus and jujube. A bouquet of delicate and intense blossoms combines with the softness of woods and musks.

The Sleep range features a tranquil fragrance, composed of ingredients including lavender and sandalwood, that helps to promote good quality sleep. The fragrance opens with fresh, citrus notes, building to a heart of lavender which leads to a well-balanced woody and musky base.