

# Rituals sports two new collections



Rituals Homme products are gentle on shaving rashes and formulated for the wellbeing of men's skin

This month, Rituals Cosmetics launches two new premium collections, Homme and Sport, for active travelers on the move.

The new and improved Homme men's grooming collection for body, face and beard combines result-driven formulations and natural origin ingredient complexes.

Incorporating invigorating fragrances, soothing textures and innovative formulations, the range aims to be tough on sweat, gentle on shaving rashes and formulated for the wellbeing of men's skin.

The Homme product formulation includes vitamin E, C and B3 as well as peptides, ginseng, argan oil and aloe vera.

Also launching in May is the new Sport Collection, specially designed for people on the go.

The Sport fragrance is designed to make wearers feel revitalized. It was created using Power Recharge Technology with crisp and fresh notes of citrus, bergamot and peppermint, a heart of spicy florals, pink pepper and ginger, leading to a dry-down of mossy notes and sandalwood.

The Homme and Sport Collections are available in Rituals' standalone travel retail stores, selected

duty free shop-in-shops and Rituals.com.