

Shiseido Travel Retail brand Drunk Elephant gets set for launch



Tiffany Masterson founded Drunk Elephant in 2012 after an extensive search for solutions to her skin issues

Shiseido Travel Retail has teased the upcoming travel retail debut of its US beauty brand Drunk Elephant.

Ahead of its unveiling to the trade, the company has released a preview video to the travel retail media introducing the brand and its founder, Tiffany Masterson.

A stay-at-home mother, Masterson founded Drunk Elephant after an extensive search for solutions to her skin issues. With no experience in beauty, she began educating herself about ingredients and identified six ingredients that she believed were at the root of her problems. When she couldn't find products without what she calls the "Suspicious 6" in them, she decided to make them herself.

Drunk Elephant was born, and along with it, a new category in skincare: biocompatible.

Here is the story so far in Tiffany Masterson's own words:

"Before I developed Drunk Elephant, I had all sorts of skin issues: combo, oily in the T-zone, sensitive (or so I thought), occasionally breakout prone, out of balance, mild rosacea, visible pores, you name it.

"I was a frustrated, confused brand-hopper searching for anything that would help. Nothing really worked, and if it did, it didn't work for long. I started selling a bar cleanser on the side while educating myself about ingredients.

"I identified six ingredients that I believed were at the root of my issues - and once I eliminated all of them from my routine, it was incredible: My skin returned to a clear, healthy, balanced state. But I couldn't find products without at least one of the Suspicious 6 in them - so I decided to make them myself.

“At Drunk Elephant we believe that they are the six culprits that are at the root of most skin problems: essential oils, silicones, chemical sunscreens, sodium lauryl sulfate (SLS), fragrance and dyes, and drying alcohols. If you take a break from the Suspicious 6 and eliminate them completely from your skin’s diet, your skin can reset to its happiest, healthiest state. That’s what we call a “drunk break” – an ingredient-elimination philosophy for a total skin reset.

“Since all of our products are bioavailable, meaning highly absorbable, they can be mixed together and you don’t have to worry about layering them. You know they are all getting into your skin. That’s why we think of our skincare routines as smoothies: just like you choose ingredients for your morning smoothie, based on what your body is craving, we suggest selecting products for a.m. and p.m. smoothies, based on what your skin needs. Mix a few pumps of this with a drop of that and you’ve got your own personalized skincare smoothie.

“Play around and try different formulas. My new favorite smoothie is C-Firma Dry Serum, D-Bronzi Anti-Pollution Sunshine Drops, A-Passioni Retinol Cream, F-Balm Electrolyte Waterfacial Masque Hydratant, and Lala Retro Whipped Cream. Then I follow it all with a layer of sunscreen for protection. And remember to listen to your skin – it doesn’t always need the same thing. I hope you fall #drunkinlove.”

Drunk Elephant is making its highly-anticipated debut in travel retail soon. More details will follow in the coming weeks.