

Shiseido Travel Retail brings travelers the answer to multi-functional skincare



Shiseido Travel Retail has introduced a diverse range of skincare brands to address a wide range of skin concerns for traveling beauty consumers. Its four skincare brands, SHISEIDO, ELIXIR, Anessa and IPSA have launched new products addressing innovations with multifunctional benefits. Ranging from sun protection to pore care solutions, the diverse product range is now available in selected regions in travel retail.

Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail, commented: "Skincare remains the largest and fastest-growing beauty category in global travel retail, so we are pleased to unveil our latest skincare portfolio as it strengthens Shiseido Travel Retail's position in this crucial market. Multifunctional products are gaining in popularity as modern consumers seek to simplify their beauty regimes - without sacrificing results. The new line-up, backed by extensive

research and formulated with high-performing ingredients, answers this key trend, delivering a natural and healthy look while future-proofing the skin against ageing. As the category develops, we hope to inspire all travellers to include our skincare products in their daily routines and we are confident that our latest range, from the entry-prestige ELIXIR to the prestigious SHISEIDO offering, will engage and excite consumers all over the world.”

