

Shiseido Travel Retail's glowing make-up innovations

Shiseido Travel Retail has unveiled a new make-up assortment from its four prestige brands – NARS, Laura Mercier, Shiseido and Clé de Peau Beauté – which aims to help achieve a natural, healthy glow.

Introduced in the first quarter of 2020 in travel retail, the technology-infused offerings have been launched in response to the growing traveler demand for make-up that provides a softer, natural look. The products range from foundations to colored lip balms and palettes.

Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail, said: “The make-up segment has become the fastest-growing category within Shiseido Travel Retail and we are committed to accelerating this growth through continuous beauty innovation. This glow-enhancing make-up range is a result of blending consumer insights, traveler data and cutting-edge technology and is a reflection of how we fuse art and science in our products.

“Also, in line with our consumer-centric strategy, we are proud to present a collection that meets the current consumer trend of all-natural beauty; it is truly a compelling and competitive addition to the market that we are confident will meet our travelers’ wants and needs.”

NARS



The full NARS Afterglow Collection

The limited-edition NARS Afterglow Collection features the Afterglow Lip Balm that hydrates lips and delivers a sheer, yet radiant finish in six new shades; the Afterglow Eyeshadow Palette, which

contains 12 high-impact eyeshadows in vividly warm shades; and the Overlust Cheek Palette that features three new velvety, gel-to-powder highlighters.

They are available from March in travel retail Asia Pacific and Europe, Middle East and Africa.

Laura Mercier



Laura Mercier Pure Canvas Primers Collection

The Pure Canvas Primers Collection is revitalized with a water-based, silicone-free formula and has been relaunched in five varieties and a Power Primer Supercharged Essence. Each primer addresses a specific skin concern, extends make-up wear and protects the skin against environmental aggressors.

The high-performance Flawless Lumière Radiance-Perfecting Cushion contains SPF50 PA+++ and offers a radiance-enhancing formula with medium-to-full buildable coverage to achieve a flawlessly luminous finish in any light.

Available only in Asia Pacific travel retail, the Pure Canvas Primers Collection is available now, while the Flawless Lumière Radiance-Perfecting Cushion will launch in March.

Shiseido



Shiseido Synchro Skin Self-Refreshing Custom Finish Powder Foundation

The Synchro Skin Self-Refreshing Custom Finish Powder Foundation is formulated with ActiveForce Technology that resists heat, humidity and motion for a lightweight and natural finish. It delivers flawless, buildable coverage that lasts for 24 hours.

Available from March in Asia Pacific and Americas travel retail and from May in Europe, Middle East and Africa travel retail.

Clé de Peau Beauté



Clé de Peau Beauté Radiant Cushion Foundation

The hydrating Correcting Cream Veil, which is Clé de Peau Beauté's top-selling product in the Asia Pacific region, is a reformulated primer that protects the skin against damaging environmental aggressors, evens tone and blurs pores, fine lines and dullness, while maximizing a foundation's finish.

Equipped with the enhanced Skincare Tint Balm Formula, the Lip Glorifier offers a beautiful make-up finish while locking in moisture, to make lips look refreshed and glowing, and is available in three new, natural-looking shades - Pink, Red and Coral.

The Radiant Cushion Foundation imparts ultra-fine coverage with a weightless, dewy finish and seals in moisture for up to 24 hours, and is now available in a new shade, B00, which is created for fairer skin tones.

This new range of Clé de Peau Beauté products is now available in travel retail worldwide.