

Rituals surprises with Serendipity limited-edition collection



Rituals Cosmetics' Serendipity collection consists of a blend of 10 oils that helps leave skin soft, nourished and radiant

Rituals Cosmetics has unveiled a new limited-edition collection, Serendipity, that encourages consumers to take pleasure in the unexpected.

For this limited edition, Rituals developed a unique blend of 10 oils that helps leave skin soft, nourished and radiant.

The elixir contains: evening primrose oil for a more even skin tone; sweet almond oil rich in vitamin E; skin-soothing sandalwood oil; moisturizing kukui nut oil; moringa oil to promote a natural glow; tsubaki oil to improve skin elasticity; jojoba oil to keep skin calm; coconut oil to protect skin; antioxidant-rich sesame oil; and perilla oil to help restore the skin.

The greatest element of surprise comes into play when the collection's opulent oils meet water. A beautiful layering effect is created, which is described as an industry-first, mirrored in the collection's design.

Specially created for this limited-edition range, the 3-Phase Shower oil boasts ultra-nourishing

properties. Each phase, or layer, in the shower oil adds rich benefits with ultra-nourishing and moisturizing elements, and leaves skin feeling hydrated and soft. The scent includes green notes, florals and long-lasting woody accords intertwined with powdery and ambery notes.

The full Serendipity range comprises Body, Home and EDP products: Foaming Shower Gel, Body Scrub, Body Cream, Bath Foam, Body Oil, Scented Candle, Hand Balm & Oil Encapsulated Hand Wash Kitchen Set, Fragrance Sticks, Tea, Eau de Parfum for Men, Eau de Parfum for Women and a Gift Set.

The limited-edition Serendipity Collection is available now in Rituals' standalone travel retail stores, domestic stores, selected department stores and Rituals.com.