

Caudalie launches refreshed Vinoperfect Anti-Dark spots range to travel retail



The enhanced Vinoperfect range was launched in Europe and Asia Pacific travel retail on 1 April

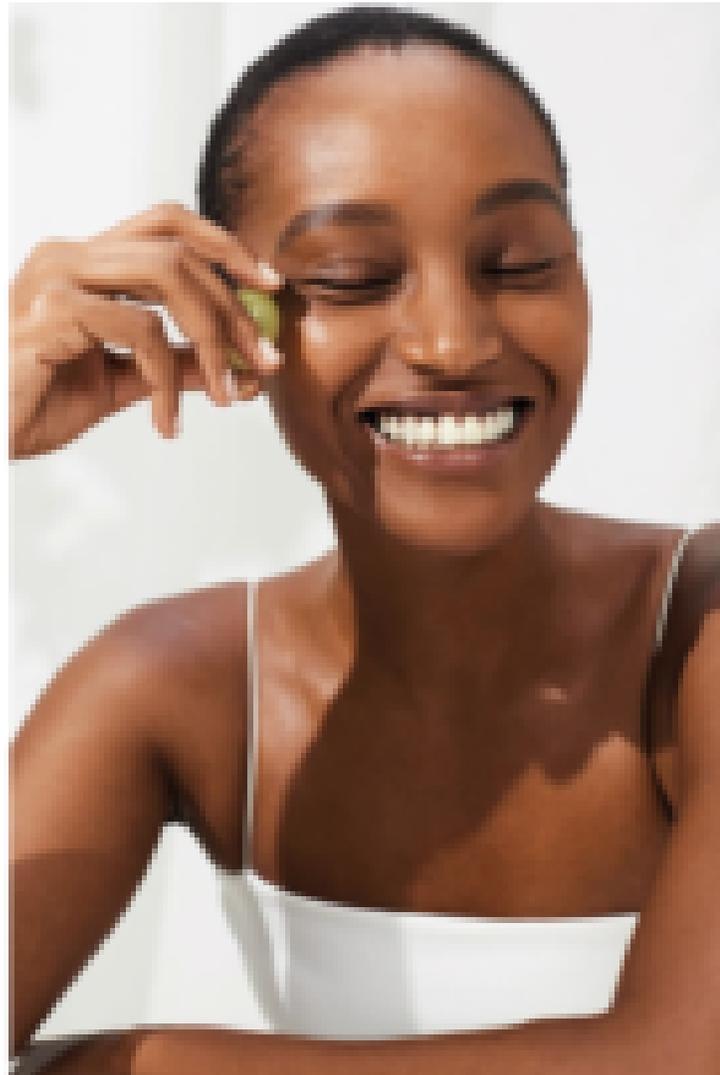
French wellness company Caudalie has introduced its refreshed Vinoperfect Anti-Dark Spots collection into travel retail.

The range — featuring enhanced clean beauty formulas and sustainable packaging — was launched in Asia Pacific and European travel retail on 1 April.

The collection comprises the Radiance Complexion Correcting Serum, Concentrated Brightening Glycolic Essence, Dark Spot Correcting Glycolic Night Cream, Glycolic Peel Mask, Instant Brightening Moisturiser and Dark Spot Correcting Hand Cream.

Developed by Caudalie Founder Mathilde Thomas, the Vinoperfect Anti-Dark Spots line was inspired by the ancient French tradition of using grapevine sap to reduce dark spots and brighten skin complexion.

Grapevine sap is used to make Viniferine, which is the active ingredient of the Vinoperfect line.



The Vinoperfect Anti-Dark spots collection is made with a minimum of 95% natural-origin formulations

In addition, the Vinoperfect Anti-Dark Spots line also features a new biomimetic emulsifier. The bio-inspired emulsifier mimics skin layers and optimises dark spot-reduction with 3.9x more effectiveness, according to the brand.

The formula is suitable for all skin-types and is effective against all kinds of dark spots including hyperpigmentation, hormonal spots, melasma and age spots. Clinical trials revealed that the collection reduces - 65% of colour intensity on dark spots after 56 days of use.



The name ‘Vinoperfect’ was coined from Viniferine, the line’s key ingredient. It was inspired by how French women use grapevine sap from vineyards to brighten their complexion and naturally reduce dark spots.

All formulas in the collection were reworked to feature a minimum of 95% natural-origin ingredients and contains no parabens, silicones, mineral oils or animal ingredients. It is also packaged in FSC-certified paper and recycled materials as part of the brand’s sustainable cosmetics manifesto.

Caudalie has committed to 100% recycled packaging (excluding pump dispensers and caps) by 2022. It has also launched Terracycle recycling services in all of its boutiques and launched the MyCaudalie loyalty programme to encourage customers to join its environmental protection initiatives.

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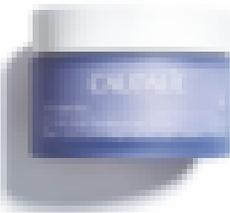
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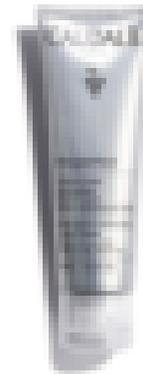
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(1) Radiance Complexion Correcting Serum (2) Concentrated Brightening Glycolic Essence (3) Dark Spot Correcting Glycolic Night Cream (4) Glycolic Peel Mask (5) Instant Brightening Moisturiser (6) Dark Spot Correcting Hand Cream