

Nuxe launches travel exclusive ‘Moisture Me’ it



French skincare brand Nuxe has launched a travel exclusive set for air

travellers looking to keep their skin hydrated inflight. The ‘Moisture Me’ kit features three essential Nuxe products for face, lips, and hands. It is now available in worldwide travel retail.

The ‘Moisture Me’ kit consists of the Crème Fraîche de Beauté 48 hour Moisturising face cream, the Rêve de Miel Lip Balm with Ultra-Nourishing and Repairing Honey, and includes the Rêve de Miel Hand and Nail cream free of charge. A three for two purchase that battles the dehydrating effects of air travel.

The face cream offers a powdery texture that creates a soft non-greasy finish, Nuxe said, while the lip balm is enhanced with Acacia Honey, Shea Butter, botanical oils, and Propolis Oleactive. The hand and nail cream is filled with anti-oxidants and offers intense moisture from wrists to tips, according to the brand.

Nuxe Travel Retail Director Marion Briumaud said: “We are all familiar with the dehydrating effects of air travel, especially long haul. The ‘Moisture Me’ kit, with products packaged in small sizes, is a dedicated solution and reflects our commitment to developing products that meet specific travel retail customer needs.”



‘Immediate boarding for hydration’: The new kit is designed to restore the skin’s natural levels of hydration inflight

The Crème Fraîche de Beauté face cream is available in a 30ml tube; the Rêve de Miel Lip Balm with Ultra-Nourishing and Repairing Honey is available in a 15ml jar; while the Rêve de Miel Hand and Nail Cream is available in a 50ml tube.