

# Puressentiel names Mathieu Vazart as Global Travel Retail Manager



## **Puressentiel grew its business in 2020 despite the pandemic crisis**

Natural health company Puressentiel has appointed Mathieu Vazart as Global Travel Retail Manager, effective this month.

Vazart brings ten years of purchasing and business development experience to his role at Puressentiel, having held positions with luxury giant LVMH and travel retail specialist agency Concourse.

Vazart was Concourse's Global Business Development Lead from July 2016 to the end of 2020.

He was responsible for the company's retail development strategy and worked with both brand owners and retailers in Singapore.

Puressentiel Executive Director Rocco Pacchioni commented, "We are committed to support the travel retail industry. Our ambition for the channel is important and we trust Mathieu will play a crucial role in this transition period."



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Puressentiel Global Travel Retail Manager Mathieu Vazart

### **Vazart believes the natural health category brings plenty of potential for growth in travel retail**

Pacchioni added, “We believe there is a place for natural in travel retail and we have seen our 2020 results improved by +33% versus last year. We are confident travellers will be safer along their journey thanks to our portfolio.”

“I am very proud and happy to be part of the Puressentiel family as their new Global Travel Retail Manager,” commented Vazart. “I’m looking forward to working with my new colleagues and former partners in these challenging times in our industry. We believe that the natural health category could bring strong assets to the industry today and [meet] traveller needs.

“A pioneer of natural health since 2005, Puressentiel draws on the very best from nature to offer products for everyday customer needs in an eco-friendly and eco-responsible way. I am looking forward to promoting this trend in airports and to see travellers join the trend as well.”