



Nuance has launched high-tech skincare brand, loma, into duty free and travel retail at Geneva International Airport where the French house has been given “an exceptional event space” until the end of December to promote its products.



“This partnership brings us an exclusive 12 months travel retail presence and a rare

opportunity to use the loma Factory Device, which creates tailored creams for customers,” explains Karl Walter (*left*), General Manager of Nuance’s operations in Switzerland. Christelle Bequilleux, Retail Manager at Geneva Airport, adds: “This concept is perfectly in line with our efforts to bring an exclusive offer to our passengers.”



“Travel retail is new for loma, and at the same time an extension of our expertise. In

four years, we successfully developed a strong retail experience as loma is distributed in all premium channels: perfumery, department store or in pharmacies (depending on the country). Thus, travel retail is a natural continuation,” says the skincare house’s Founder and CEO Jean Michel Karam (*right*), whose company has just launched counters in Boots in the UK (*main image*).

The initial promotional space will enable a dedicated Beauty Coach team to use the loma Sphere 2 diagnostic unit for on-site formulation of Ma Crème personalised skincare. Then, from 1 December, the brand will open a counter in the new Luxury Beauty Store being launched by Nuance displaying its entire

Nuance debuts high-tech skincare brand Ioma at Geneva Airport
skincare range.

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