

Anti-Wrinkle Serum Pearls by Nivea launch in TR from November



Nivea is launching its latest anti-aging innovation in travel retail from November. Previewed at Cannes, its Anti-Wrinkle Serum Pearls contain the highest concentration of the skin's own coenzyme Q10, from within the Nivea Q10plus skin care range.

One of the most successful ranges in the anti-aging segment, according to the brand, the Nivea Q10plus range now includes the Serum Pearls, said to protect against free radicals, visibly reduce wrinkles and delay the onset of new ones through the action of unique pearls that contain a combination of the coenzyme and hyaluronic acid.

Thanks to a special production technology the serum's anti-wrinkle power is freshly activated just before usage. The pearls are mixed homogeneously with a moisture gel upon pressing the nozzle of the dispenser, activating both phases into the final serum and ensuring a fresh application every time.

New Nivea Q10 plus Anti-Wrinkle Serum Pearls are designed for daily usage, either as a base for a day cream and before make-up, or applied prior to night cream.

Sigmar Werz, Director of New Routes to Market, says, "We are excited to launch Nivea Q10plus Serum Pearls into travel retail from November to customers, landing in store in December. It is the first Pearl Serum available in the mass market. At such an attractive price point and with heavy marketing support invested it is destined to do very well at an international level."

Available as a 40ml pump dispenser, the anti-wrinkle innovation will retail in travel retail at €12.50 (\$15.59), and will be supported in the channel by a worldwide advertising and TR specific airport promotions, including a major activation at Munich from January 2015.