

Nuxe doubles up hero product Huile Prodigieuse in new TR exclusive

At the recent TFWA World Exhibition in Cannes, French skincare brand, Laboratoire Nuxe known for its natural cosmetology approach, introduced its Huile Prodigieuse duo kit containing two 100ml bottles.



The multi-purpose product, which contains precious vegetable oils, is free from preservatives, mineral oils and silicone, and is formulated from 98% natural ingredients.

“Its scientifically proven, non-greasy effectiveness is a triumph of formulation; its antioxidant properties are proven to reduce stretch marks and its unique dry texture awakens the senses with a sensorial, addictive fragrance,” says Nuxe.

“We know how popular our Huile Prodigieuse dry oil is with travel retail customers so packaging it up into two 100 ml bottles is a perfect solution for allowing them to double up their purchase in a single convenient value pack,” says Marion Bruimaud, Travel Retail Director, Nuxe.

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CONSIDERABLE DEMAND POST-CANNES

“This is a travel retail exclusive offer which was extremely well received when we showcased it at our booth at TFWE and we are already experiencing considerable demand for it, post-Cannes.”

As reported, Nuxe reinvented its hero product in May this year, with the launch of Huile Prodigieuse Florale, providing a new demographic of beauty enthusiasts with a fresh and floral scent.

Nuxe told *TRBusiness* that it has high hopes for the success of this new product in Asia, believing it will become popular with millennials.

As mentioned, the use of natural ingredients and the fact that the product is free of silicone are also appealing.



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SALES HAVE DOUBLED IN LAST THREE YEARS

To top it all off, the oil's new fragrance is described as floral, fresh and 'luminous'; all characteristics which have proven to be popular in Asia Pacific.

Nuxe first entered travel retail in 2013 and since then the brand has enjoyed 'significant year on year growth with sales doubling over the last three years', it says.

Nuxe products are now available in 236 points of sale in 38 countries, with airport listings numbering 184. In addition Nuxe has a presence on 21 ferry shops and port areas, and is available in 17 border shops along with seven diplomatic and military locations.