

Biotherm raises awareness of plastic pollution through sustainable pop-up

**Biotherm is to launch a more sustainable pop-up concept (1 June to 30 June) at the Haitang Bay Duty Free Shopping Center on Hainan island in partnership with renowned multi-media artist Coco Capitán.**

**The new Haitang Bay sustainable pop-up will run from 1 June to 30 June 2021.**

The ecologically designed pop-up features Biotherm's sustainability commitments and interactive retailtainment initiatives and educates travellers on ocean pollution. The pop-up also highlights the company's collaboration with the One Planet Foundation.

Visitors can scan a QR code to enjoy an Ocean Protection augmented reality game on their mobile phone and take part in a virtual ocean clean-up to tackle marine litter.

Furthermore, visitors are invited to sign a giant interactive wall as a pledge to give oceans a better future. The signatures will float into the ocean, symbolising a call-to-action to preserve the planet's waters.

Three limited edition travel retail exclusive sets (*Life Plankton Elixir Duo Set, Force Supreme Youth Architect Duo Set and Aquapower Moisturizer Duo Set*) are depicted and available at the pop-up with Coco Capitán's artistic design serving as a call-to-action.

#### **SUSTAINABLE HAINAN POP-UP**

Constructed with approximately 87% recycled and renewable eco-materials, Biotherm's Water Lovers sustainability commitments are presented holistically on the sides of the pop-up through the entire life cycle of a product, including its routine and packaging.

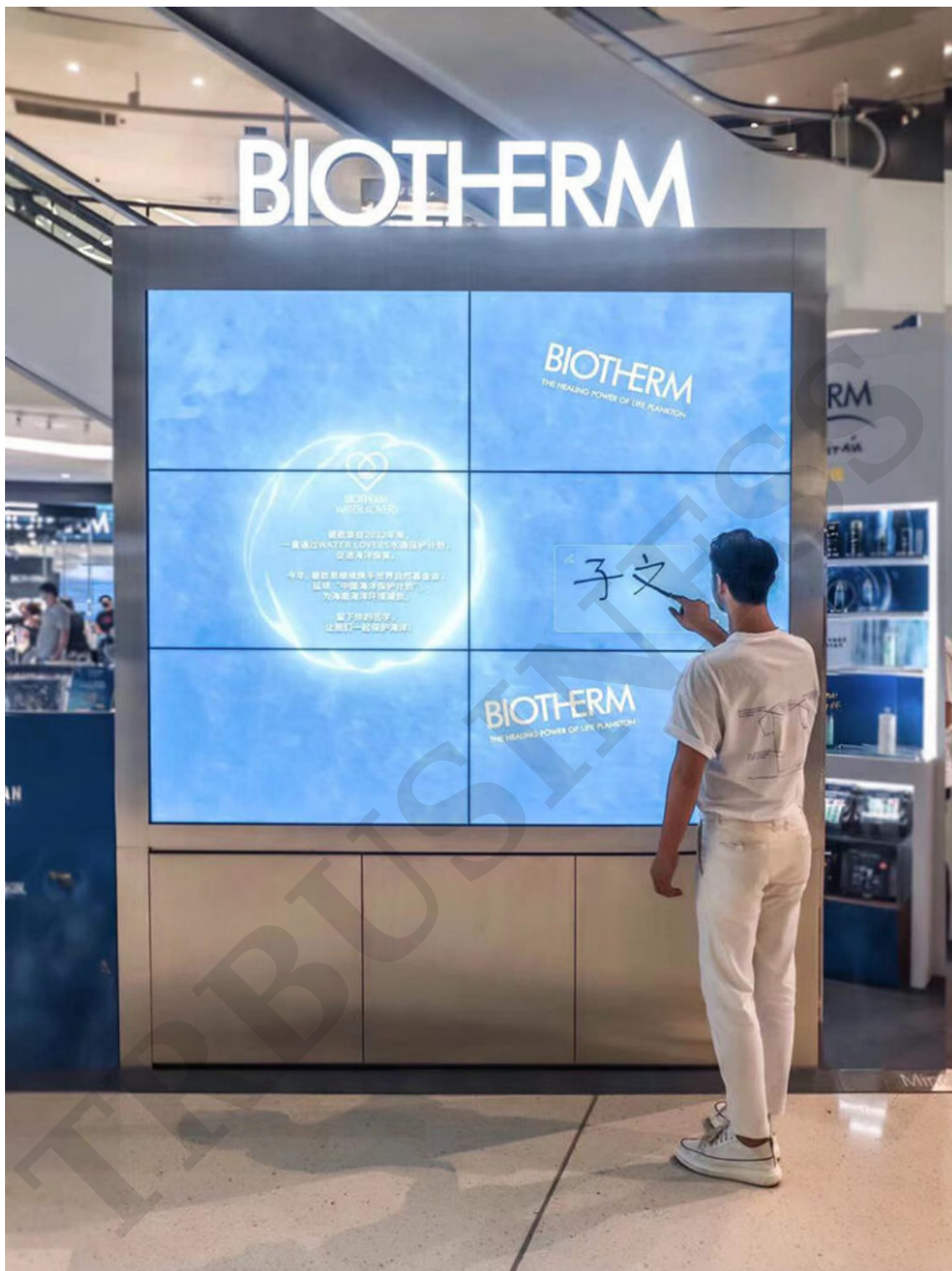
**A line of more sustainably packaged travel retail exclusive sets with 100% recyclable sleeve packaging are displayed at the pop-up.**

Announced earlier in May, Biotherm is to donate RMB100,000 to the One Planet Foundation in support of its efforts to tackle plastic pollution in Hainan.

Petrina Kho, General Manager, Biotherm Travel Retail Asia Pacific said: "At Biotherm Travel Retail Asia Pacific, we have a responsibility to touch as many people as possible on ocean conservation and we believe that art has the power to make people act.

"With the launch of the Biotherm X Coco Capitán ecologically designed pop-up in Hainan, we are very proud to immerse and educate travellers to getting out the message of the risks facing our Earth's Blue Lung — the source of more than half of the oxygen produced on earth."

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