

Dr.PawPaw's clean skincare line makes GTR debut at Munich Airport

Clean beauty brand Dr.PawPaw is debuting its new skincare line, Your Gorgeous Skin, in global travel retail at Munich Airport through operator Flughafen München's retail subsidiary Eurotrade.

Teaming up with NHP Hanse Distribution on the listing makes Eurotrade the first duty free retailer on the planet to launch the multitasking skincare range.

"We are excited to be collaborating with NHP Hanse Distribution and Dr.PawPaw on launching Your Gorgeous Skin in global travel retail, said Regina Saur, Category Manager, P&C at Eurotrade.

We are sure that the collection will meet the high standards that our travellers demand – from ethical ingredient sourcing to product efficacy – as we grow our beauty category even more."

The space-saving, multitasking products offer passengers a welcome chance to streamline their travel beauty kit.

Dr.PawPaw is a strong fit with travel retail, listed with major operators including Aer Rianta International, Lagardère Travel Retail, WHSmith Travel Retail, MSC Cruises and various airlines including Easyjet and Tui Group, said Dennis Holst, Business Development Director of Hamburg-based NHP Hanse Distribution, which has a worldwide exclusive partnership with Dr.PawPaw for its travel retail rollout.

Since January 2023, more than 80,000 Dr.PawPaw products have been sold in travel retail, a channel where the brand has significant future potential.

"We are grateful for the ongoing collaboration with Eurotrade, a leading retailer and Munich Airport, one of the biggest hubs in Europe. We value these partnerships greatly, together we provide travellers with a wider range of sustainable products."



Your Gorgeous Skin is a streamlined, vegan range of nine accessibly priced, multi-tasking products suitable for all skin types.



Dennis Holst, Business Development Director of Hamburg-based NHP Hanse Distribution.

The collaboration taps into a growing consumer appetite for green brands in the channel. Research by m1nd-set shows that 73% of travellers believe that more people will buy brands with greater focus on sustainability

Whats more, 80% of millennials are loyal to socially responsible companies and 58% of travellers believe eco-friendly ingredients and sustainable manufacturing processes are important, says the data.

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Dr.PawPaw Your Gorgeous Skin 4 in 1 Face Serum. Product tubes are made from 42% recycled plastic while outer boxes are made from FSC approved card with soy ink.

Your Gorgeous Skin is made with high-performing, sustainable ingredients, at an accessible price point (from US\$6 to \$21.50).

The comprehensive range comprises a Cleansing Balm, 4in1 Face Serum, Eye Cream, Day Cream, Day Cream SPF50, Night Cream, Glowing Mask, Soothing Mask and Hydrating Mask.

Papaya extract is a signature ingredient in the formulations, coupled with a blend of eight hyaluronic acids called papayaluronate. Together they flood the skin with instant and long-lasting hydration.

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Dr.PawPaw Your Gorgeous Skin 3 in 1 Cleansing Balm. All components of products in the range are 100% recyclable.

“Your Gorgeous Skin is an example of bringing practical multipurpose skincare to travellers worldwide, said Johnny Paterson, Co-founder of Dr.PawPaw.

In travel retail, we wanted to team up with a distribution partner that also has sustainability high on its agenda. I am pleased to say that in NHP Hanse Distribution, we found that dedication and commitment.”

Dr.PawPaw is a finalist in the **Global Travel Retail Awards 2023** – both in the Best Makeup Product as well as the Best Skincare, Haircare, Bath & Body Product (under €40) categories.

The brand will be exhibiting at the TFWA World Exhibition & Conference in Cannes in October as part of the NHP Hanse Distribution stand (Red Village, J24).

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Your Gorgeous Skin sheet masks are 100% biodegradable and can be popped in the food bin.

A socially responsible brand, Dr.PawPaw is passionate about giving back to the community.

Each year, it donates a percentage of sales to chosen charity partners, such as homeless charity Crisis, the Teenage Cancer Trust, and Save the Children US.

During the Covid-19 pandemic, the company gifted over 125,000+ products to frontline workers in the UK, US, Belarus, Greece and Latvia during 2020/2021.

It also makes monthly donations to charities such as Stonewall UK, Women for Women, Show Racism the Red Card, Black Lives Matter, Galop UK and Southall Black Sisters.

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