

AHC to introduce new skincare products to travel retail

NEW Premium EX Hydra B5 Biome Capsule Concentrate



AHC

AHC's new Premium EX Hydra B5 Biome Capsule Concentrate hero product contains microbes that help to keep skin healthy and moisturized

Unilever-owned premium skincare brand AHC is to enhance its travel retail offerings with several new products that have seen success in the Chinese and North Asian beauty markets - further strengthening its presence within the category.

Available to the global travel retail industry from October 2020, AHC was showcased to retailers at the online trade fairs TRMarketplace and the Virtual Travel Retail Expo 2020.

AHC started as a professional skincare brand for aesthetic spa and dermatological clinics, supplying products to more than 1,000 aesthetic spas in South Korea.

Making its debut in the travel retail category is AHC's Premium EX Hydra B5, a new intensive moisturizing and soothing skincare line containing panthenol (vitamin B5) and hypoallergenic hyaluronic acid.

Driving footfall to travel retail stores

A hero product is the new Premium EX Hydra B5 Biome Capsule Concentrate. The product's blue biome capsules contain microbes that help to fortify the skin barrier's biofilm to keep skin healthy and moisturized.

One of AHC's best-sellers is the Eye Cream for Face, which breaks the stereotype that an eye cream is only for the eye area. AHC Eye Cream for Face is the number one eye cream in Korea, with one sold every three seconds [source: Kantar Worldpanel Division Report].

Also new to travel retail are Premium Facial Masks, which are described as cellulose masks that completely cover the face to address skin concerns and are best used with a moisturizing and soothing ampoule.

Other products from AHC are: Hyaluronic Dewy Radiance Toner that improves dull skin, enhances visible radiance, and keeps skin looking dewy; Brilliant Gold anti-ageing range containing real gold particles and snail extract to hydrate and nourish; Advanced sun care line Pro Shield; and Time Rewind Real Eye Cream for Face.

Unilever's Global Travel Retail Manager, Rosalyn Frayna, said: "We are pleased to unveil these new products under AHC. The brand is well-known throughout Asia and especially popular with young women. Beyond that, AHC's unique heritage and price points appeal to a broad audience and help drive all-important footfall within travel retail, which has unquestionably felt the impact of a very testing period."