

# British beauty brand Margaret Dabbs to debut at TFWA AP 2023

✘ The brand has created special 'traveler' duo-packs for travel retail

Luxury British beauty brand [Margaret Dabbs London](#) is launching its range of innovative products for feet, hands, nails, and legs at the upcoming [TFWA Asia Pacific Exhibition & Conference](#) in Singapore.

According to the company, "The debut appearance for Margaret Dabbs London follows a whirlwind 18 months of travel retail success for the brand since its initial channel launch. Airline listings have been secured with many key carriers including Emirates, HK Express, Hongkong Airlines, Qatar Duty Free, Saudia, Singapore Airlines, Tigerair, and Virgin Atlantic."

In Singapore, Margaret Dabbs London will be highlighting products from its extensive range of beauty formulations, and delegates will be able to experience mini-foot and leg treatments on the stand (located at Basement 2, K10).

"We've had a phenomenal response to our range since we launched into the channel in 2021 through GMax Travel Retail," commented founder Margaret Dabbs. "Our products are perfect for travelers who inevitably arrive at their destinations with tired legs, sore feet, dry hands, and chipped nails. Yet this sector of the beauty market has been poorly serviced in the past. We've changed all that."

Within Asia the products are distributed in domestic markets including Hong Kong, South Korea, Taiwan, and China.

"With the brand becoming well established in Asia, it made perfect sense to exhibit at the TFWA Asia Pacific show," added Dabbs. "We already have a good presence with Asian airlines but there is plenty more potential – and not just with airlines, but airport shops, downtown, and the rapidly growing cruise market where we see opportunity in both retail and SPA."

All Margaret Dabbs London products are made using responsible, ethical practices; use sustainably sourced ingredients and are presented in 100% recyclable packaging. Neither the products, nor products from suppliers, are tested on animals. For travel retail, a portfolio of products has been selected from the award-winning range, including specially created 'traveler' duo-packs.

Best sellers include **Foot Hygiene Cream** – this top selling cream is an overnight treatment balm which will transform feet during sleep. Medicated and medicinal in scent, this antibacterial foot cream is expertly formulated to address common foot hygiene complaints and combat the symptoms associated with Athlete's foot.

**Firming Leg Serum** – It visibly improves the appearance and feel of the legs. It tones, firms, and tightens the skin with a "Support Stocking" effect. The serum contains Legance™ which is clinically proven to reduce water retention, targeting puffiness and swelling in the legs and ankles. It also contains a V-Tonic Complex that is made up of five powerful essential oils, which provide an immediate cooling effect to help stimulate circulation, tone, instantly energize, and provide relief post-flight.

CEW (UK) 2021/22 award-winning products include **PURE Cracked Heel Treatment Balm** (30ml) and **PURE Repairing Hand Cream** (75ml). The **Travel Fabulous Feet & Hands Duo** (PURE Repairing Hand Cream & Intensive Hydrating Foot Lotion 75ml x2) and **Glow Leg Duo** (Firming Leg

Serum and Refining Glow Leg Spray 100ml x2) have been created especially for the channel, offering travelers perfect sets for on-the-go use.

Margaret Dabbs London also offers an inflight amenity program for First & Business Class (short and long haul), including Body Lotion, Foot Hygiene Cream, PURE Repairing Hand Cream, Firming Leg Serum, Intensive Hydrating Foot Lotion, Nourishing Lip Balm, Face Cream, and Face Serum options.

“We’re immensely proud of the Margaret Dabbs London range. We see ourselves as pioneers of powerful, results-driven formulations that deliver products harnessing the best of medical science with the best of beauty,” added Dabbs. “We look forward to introducing our offer to buyers at the Singapore show and - by offering treatments on the stand - literally putting our claims to the test. We’re confident that all will leave our stand feeling significantly lighter on their feet.”