

Elizabeth Arden Launches White Tea Skin Solutions in Hainan



Elizabeth Arden x Nayuki White Tea beverage treat is available for redemptions at all Elizabeth Arden duty free counters, including the brand boutique at China Duty Free Group's Sanya International Duty Free Shopping Complex in Haitang Bay

Renowned for its White Tea fragrance and body care line, Elizabeth Arden has now extended its White Tea range into a new skincare line – White Tea Skin Solutions. The new White Tea Skin Solutions is newly launched across all Hainan duty free stores.

Elizabeth Arden extends a warm welcome to all duty free shoppers to step into any of its duty free counters in Hainan or its White Tea House pop-up stores specifically located in Hainan Tourism Duty Free Shopping Complex (operated by license holder Hainan Tourism Investment Duty Free Co with the co-support partnership of Lagardère Travel Retail) and CNSC Sanya International Duty Free Plaza.

Customers can try the new White Tea Skin Solutions skincare line and learn about its efficacy.

They can also experience Elizabeth Arden's popular White Tea Fragrances and body care collection, available in variations of the original scent, Wild Rose, Ginger Lily and Mandarin Blossom.

"A special treat awaits anyone who steps in to Elizabeth Arden Hainan duty free counters or pop-ups to experience the new White Tea Skin Solutions. In collaboration with famous tea brand Nayuki, a complimentary white tea beverage drink is offered on the house," reads the press release.

Mini outposts highlighting the new launch and treat can be found on Levels 1, 2 and 3 of Hainan Tourism Duty Free Shopping Complex, providing highly visible callouts to shoppers. At CNSC Sanya International Duty Free Plaza, a similar outpost popped up next to the reception counter, providing a refreshing White Tea treat to shoppers.

The New White Tea Skin Solutions collection by Elizabeth Arden is formulated with nature's potent antioxidant, EGCG (Epigallocatechin Gallate Glucoside, an active molecule found in White Tea), bioengineered to reinforce natural collagen in the skin. Using sustainably sourced ingredients and packaging, the clean formulas and sensorial textures are gentle enough for all skin types, even sensitive skin.

There are five core values of the skincare line:

- Real results
- Sustainable forward
- Vegan and natural
- Clean formula
- Skin friendly via an eco-tree design concept in its various pop-ups

"In curating the new White Tea Skin Solutions, our company has mindfully selected high quality, effective, predominantly natural ingredients, that are skin friendly and compatible, and are true to performance and skincare experience. The White Tea Skin Solutions collection is formulated without parabens, phthalates, sulfates (SLS & SLES), mineral oil, synthetic fragrance and synthetic dye. Staying true to our core values of being sustainable and responsible, our company has also utilized our strength in Science and technology to bioengineer the natural ingredients in the products to achieve great skincare efficacy," said Yumie Chia, General Manager of Elizabeth Arden Asia Pacific Travel Retail.

The White Tea Skin Solutions collection includes gentle yet high-performance products, including a gentle purifying cleanser, a fortifying bi-phase oil serum, a brightening eye gel and a micro-gel cream. A bi-phase toning lotion will be added to the collection in early 2023. Each product is formulated to help boost skin's natural defense system, harnessing the strength of EGCG. The collection will be adored by women seeking anti-aging results, natural ingredients and a uniquely luxurious sensorial experience.