

# HAAN to bring expanded portfolio to Cannes



HAAN Founder and CEO Eric Armengou (left) Hugo Rovira Co-Founder

Personal care brand [HAAN](#) says it is returning to [TFWA Conference & Exhibition](#) this year with an expanded portfolio aimed at driving growth in the premium personal care category.

Since releasing its successful hand-sanitizer in 2018, the company says it has forged a reputation as a trusted personal care brand – expanding its range into tooth and body care while retaining its strong commitment to the environment.

Now present in 300 points of sale in travel retail, HAAN says it is keen to partner with travel retailers on the next leg of its growth journey. An increased post-COVID focus on hygiene and personal care – particularly during travel – has seen HAAN’s travel retail business grow by 300% in 2022 vs 2021.

Eric Armengou, CEO of HAAN commented, “Travel retail is a shop window for us to reach a global audience and tell HAAN’s story to the world. The portfolio we will showcase in Cannes taps into a number of opportunities and new product categories and puts us in a position to create a footprint in travel retail and beyond that touches travelers at every point of their journey.”

## **The power of small sizes**

While the core appeal of HAAN’s products lies in its unique formulas – clean ingredients and scents – its growth in travel retail has also been fueled by its travel friendly formats. At TFWA HAAN will share details of crucial extensions to its travel friendly range, with its entire portfolio now being made available in smaller formats. This is a portfolio ready made to capitalize on the impulse opportunity in travel retail.

Also being developed specifically for the travel retail channel is a Travel Set comprising the

bestselling travel friendly lines in a premium, reusable toiletries bag.

### **Personal care with purpose**

“Sustainability and social purpose is at the heart of everything HAAN does,” reads the September 28 press release.

All HAAN products are refillable, which minimizes waste while adding value to the consumer.

For example, HAAN Hand Cream:

- 89% less water and energy is used in creating a refill than a Hand Cream PET bottle
- 70% less carbon emissions from refill manufacture versus PET bottle
- Refills are 33% cheaper

“The commitment to sustainability is deep-rooted in HAAN’s DNA. It’s motto ‘Water is Life’ is a driving force in the business, which uses 20% of all profits to fund water wells in developing countries. To date the company has funded 17 wells in developing countries, improving living conditions, increasing school enrolment and helping to foster economic prosperity for communities in need,” reads the release.

The HAAN team can be found at G28 in Blue Village during TFWA Conference & Exhibition.