

Holland & Barrett partners with WHSmith to launch travel retail pilot program



The trial will see Holland & Barrett concessions added to three WHSmith travel stores and showcase a tailored offering of its best-selling vitamins, beauty products and travel essentials

[Holland & Barrett](#), the UK's leading wellness retailer, has partnered with WHSmith to offer a curated range of health, wellness and beauty products to customers traveling across the UK or those heading on holiday.

The trial will see Holland & Barrett concessions added to three WHSmith travel stores in Heathrow Terminal 2 airside, Gatwick North Terminal airside and London's Euston Rail Station.

A tailored offering of Holland & Barrett's own brand best-selling vitamins, beauty products and travel essentials designed to complement the wider WHSmith range will be on sale in dedicated Holland & Barrett branded spaces at the three stores.

"Customers can pick up Holland & Barrett's 100% mineral sunscreen, its rapid-release Ginger Root capsules to support a healthy digestive system and comfort during travel sickness and immunity-supporting vitamins to help ward off coughs and colds," reads the press release.

If space is a premium for those carrying liquid in their hand luggage, they'll be able to purchase full-size products from Holland & Barrett's conscious beauty brands including vegan ranges Pip & Pod* and VitaSkin**.

Travelers will also be able to pick up Holland & Barrett's new Expert Sleep range, formulated with clinically studied ingredients to help customers feel well rested and refreshed.

Other products available will include protein powders, gut health support supplements, collagen, energy support products and a range of natural remedies to help calm anxious travellers.

"We're always looking for new ways we can make wellness a way of life for even more people and we're delighted to be working with WHSmith to bring a selection of our range to travelers. Our aim is to test and learn through this pilot to understand how we might offer Holland & Barrett's range of wellness products in travel locations in the future," said Lisa Tookey, Commercial Growth Director at Holland & Barrett.

Holland & Barrett concession stands can be found at WHSmith Travel stores in Heathrow airport, Gatwick Airport and Euston station.