

IPSA debuts on-counter animation with China Duty Free Group in Hainan



Located at Sanya International Duty Free Shopping Complex, the new counter welcomed travelers to discover IPSA's core Metabolizer (ME) skincare line via a digital experience



IPSA celebrated the opening of its new counter with China Duty Free Group in Hainan, with the launch of "[Discover ME](#)", its debut on-counter animation. Known for its concept of co-creation through consultation with beauty specialists, the prestige skincare brand offers highly customized beauty "recipes" that address individual skincare needs. Located at Sanya International Duty Free Shopping Complex, the new counter welcomed travelers to discover IPSA's core Metabolizer (ME) skincare line via a digital experience

"Since it entered the travel retail channel in 2017, IPSA has garnered a loyal following among Chinese millennials for its bespoke recipes to bring out each person's unique beauty. Travelers can now discover the ultimate customized skincare experience in a uniquely designed physical space. We would like to thank China Duty Free Group for their valuable support as we strive to offer more choice in skin beauty for Chinese consumers traveling to Hainan," comments Evelyne Ly-Wainer, Vice President of Travel Retail Asia-Pacific, Shiseido Travel Retail.

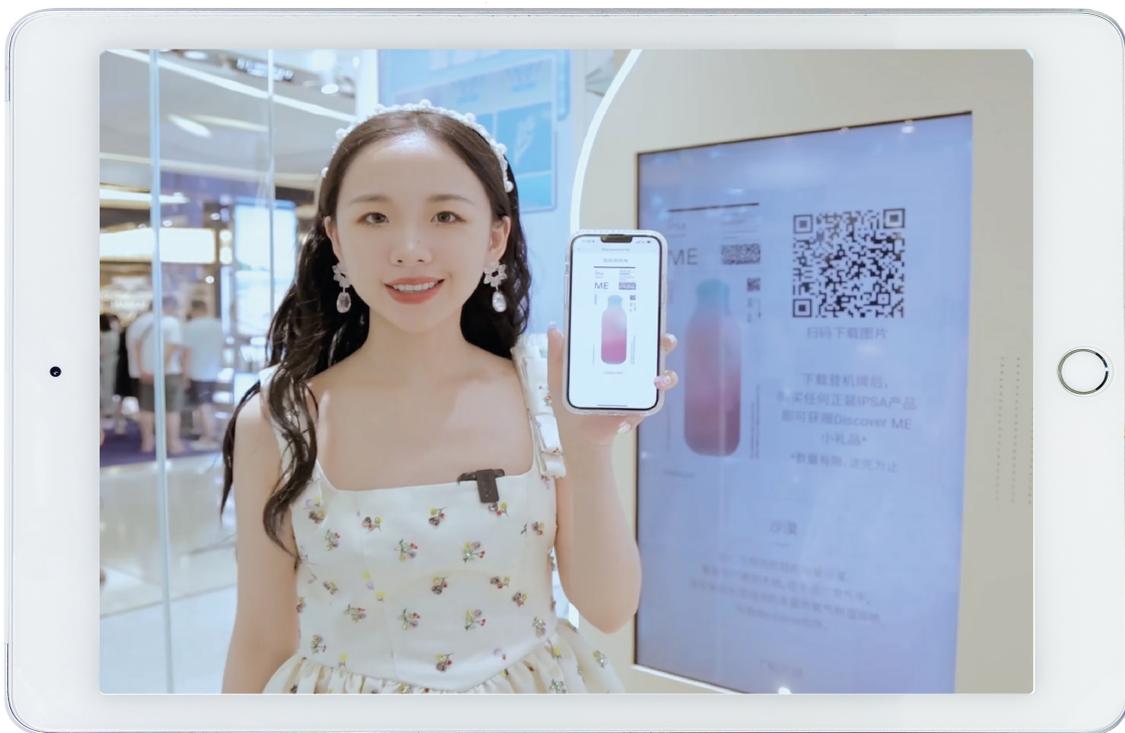
"We are pleased to build upon our longstanding partnership with Shiseido Travel Retail as we mark the opening of the new IPSA counter and the brand's first on-counter animation in Hainan. Since its inception, IPSA has led the charge in personalized skincare in Asia, and we are excited for our discerning, millennial shoppers to re-discover the brand on their travels. We thank the team at Shiseido for their continued investment into Hainan as we continue to build the skin beauty market

together,” adds Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division at China Duty Free Group.

A key highlight of the new counter is IPSA’s renewed ME line, designed to condition and maintain skin’s metabolism to provide deep moisturization. Now in its ninth generation, the upgraded series rejuvenates skin cells with oxygen to boost renewal and improve metabolism on a cellular level.

Beyond its ME 9th Generation range, travelers were also encouraged to explore IPSA’s travel- and CDF-exclusive offerings such as the IPSA CDF Exclusive Cleanse & Nourish Set.

The “Discover ME” animation took travelers on a bespoke skin journey to learn about IPSA’s ME 9th Generation and other bestsellers. After answering a series of questions, travelers received a boarding pass to discover their bespoke travel destination through eight unique landscapes, each accompanied by an original soundtrack and highlighting the key rejuvenation properties of IPSA ME.



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cerpt from on-site vlog by Chinese fashion and lifestyle KOL, Kakakaoo

The opening was supported by an integrated marketing campaign to drive traffic and awareness. The campaign garnered 11.3M+ impressions and 36,000 engagements via KOL seeding and a brand-led livestream shopping experience that was amplified thanks to a partnership with leading fashion and lifestyle personality, [Kakakaoo](#).

The livestream event, hosted across CDF social channels on July 22, guided Chinese travelers through the IPSA counter, launch activation and exclusive sets, and featured a [vlog](#) by Kakakaoo.