

Molton Brown announces new hair care collection to enter TR



The Botanical Hair Care collection will launch this month in the travel retail market at key locations across the UK, offering salon quality hair care that reflects the current priorities of shoppers seeking sustainable ingredients and ethical products

Inspired by the brand's heritage of creating natural hair care products in its original 1970s Mayfair salon, Molton Brown's new Botanical Hair Care collection follows in the footsteps of its pioneering founders. Their innovative, holistic approach to hair styling was delivered with a conscious care for the environment, which is why to celebrate the company's 50th year, this collection represents the blending of past and future - sustainable ingredients and advanced technology.

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"We are delighted to be celebrating our heritage with the new Botanical Hair Care Collection, which represents the latest step on our sustainability journey.

"Molton Brown's founders rejected the chemical formulas of the time and put English herbs at the heart of their creations. They championed an individual first ethos, which focuses on natural beauty and hairstyles.

"We continue to stay true to their key beliefs and this new collection delivers luxury salon quality hair

care, imbued with our conscious care for the environment, to inspire traveling shoppers in the UK who are showing an increased desire for health and wellness products, as well as sustainability following the pandemic,” comments Rosie Cook, Associate Director, Global Travel Retail, Molton Brown.

Each product of the collection is enriched with a sustainably sourced herb: fresh nettle, soothing camomile, uplifting coriander and aromatic fennel. As an homage to Molton Brown’s London home, the ingredients were grown in once-abandoned underground tunnels, using remarkable hydroponic systems and LED technology. This means they are produced year-round in a controlled, pesticide-free environment, unaffected by weather or season.

The collection also features a heartfelt nod to the brand’s original packaging, with an apothecary-style brown shade and a charming illustration of each unique herb. They’re made from 100% post-consumer recycled plastic and are recyclable, helping to reduce virgin materials.

The Botanical Hair Care Collection:

- Volumising Shampoo With Nettle 300-ml
- Volumising Conditioner With Nettle 300-ml
- Hydrating Shampoo With Camomile 300-ml
- Hydrating Conditioner With Camomile 300-ml
- Repairing Shampoo With Fennel 300-ml
- Repairing Conditioner With Fennel 300-ml
- Balancing Shampoo With Coriander 300-ml
- Intense Repairing Hair Mask With Fennel 250-ml

The Molton Brown Botanical Hair Care Collection is available at London Gatwick North & South Terminals, Luton Airport and London Heathrow Terminals 1, 2, 3 & 5 with World Duty Free from August. All of these releases are subject to terminals and shops opening in line with COVID-19 guidance.