

# NUXE enters summer with limited edition iconic Huile Prodigieuse



Inviting shoppers to dive into the pool of botanical oils, NUXE asked a group of highly trained and skilled students to refresh the look of its multi-use, multi-purpose leading product and celebrate feminine beauty

Planning to make waves this summer and create a “chilled” seasonal vibe, NUXE is launching three limited edition bottles each incorporating theme of swimming pools. The team invited students from

Penninghen, the school of art direction and interior architecture in France, to show off their creativity and transform, as a limited edition, the iconic Huile Prodigieuse oil bottle into a symbol of summer.

Based in central Paris, the prestigious institution trains future talents from France and all over the world in contemporary art and design. The students' brief was to create a unique new look of the Huile Prodigieuse oil bottle, expressing their own modern vision of a glorious summer.

The fruit of their inspiration is a precious triptych of bottles and their metallic lids in a trio of colors: turquoise, yellow and coral, with each color making a refreshing prominent splash on the iconic bottle in a structured grid pattern with hazy wave effects. Representing a favorite theme in the art world and a celebration of feminine beauty, three bathers in water nymph costumes are featured in this serene setting.

The multi-use, multi-purpose Huile Prodigieuse dry oil combines seven precious oils – all of botanical origins. The combination has proven its ability to repair, nourish and beautify the face, body and hair in a single step. The seven oils, each with its own effective qualities, are Tsubaki (moisturising), Argan (repairing), Macadamia (nourishing), Borage (smoothing), Camellia (moisturising), Hazelnut (protective) and Sweet Almond (softening).

The fragrance of Huile Prodigieuse captures the essence of summer with its sensual notes and its dry oil texture is renowned for its ability to create an inimitable feel with no greasy finish.

“The proven effectiveness of Huile Prodigieuse has made it a legendary product, since its launch 1991. This inspired collection combines that iconic status with the outstanding creativity of the students of Penninghen.

We know that travel retail customers search for new and limited editions and we believe they will find this set an irresistible opportunity to own something genuinely original & collectable,” says Marion Bruinaud, Global Travel Retail Director, NUXE.