

Nuxe expands travel retail Sun Care Collection range



NUXE Tanning Sun Oil SPF50 is water-resistant and enriched with extracts of rice and rosemary

Skincare brand [Nuxe](#) has introduced two new products to their 2023 Sun Collection product assortment in travel retail: Nuxe Tanning Sun Oil SPF50 and Nuxe Delicious Sun Spray SPF30.

According to a press release, "The effectiveness of both products is thanks to Nuxe's exclusive patented formula which includes a combination of three organic sunscreens recognized for their tolerance and their effective broad-spectrum UVA/UVB protection.

"NUXE Sun SPF products have also been formulated to respect marine life. To a greater extent than ever before, the NUXE 2023 Sun Collection respects the planet and its oceans, with product formulas that have tested non-toxic for the marine eco-system."

Nuxe Tanning Sun Oil SPF50

"Enriched with extracts of rice and rosemary the oil is rapidly absorbed to create a silky, light and non-sticky texture leaving an irresistible satin finish that beautifies the skin whilst its antioxidant properties protect the skin from premature ageing; when tested under dermatological supervision, 87% of testers found their tan had no dark spots. NUXE Sun Protection Oil is also water-resistant, reducing the dispersion of sunscreens when swimming."

Delicious Sun Spray SPF30

"NUXE's Delicious Sun Spray SPF30 is also rapidly absorbed to deliver an unexpected and irresistibly light, non-sticky texture that leaves no white film on the skin. Its exclusive product formula is also enriched with a natural-origin antioxidant complex using mainly natural ingredients, including botanical oils or botanical-origin extracts such as rice and rosemary to protect skin from premature ageing, and carob powder for a longer-lasting tan."

Both products come in 150 ml bottles made from recyclable plastic and are designed with an on/off pump that does not require a cap.

"In many ways these two products epitomize all that is best about our uncompromising commitment to creating products that are safe and effective, whilst remaining sensorially rewarding, and whose natural origin formulas minimize their potential for impacting adversely on the environment and on marine life," said Caroline Goix, Global Sales & Marketing Manager, Nuxe Travel Retail.

"Increasingly, it is sun care products with these kinds of credentials that consumers expect and for these reasons I am confident travel retail consumers will be drawn to our 2023 Sun Collection. A nice touch that we have added to the Sun Collection range is a scan code on our sun care bottles which connects our users to the NUXE Sun Spotify playlist in the Spotify app, allowing them to combine the pleasure of tanning with the best summer sounds!"