

# NUXE launches holiday box set range in travel retail



NUXE Christmas box set: The Prodigieux® Collection

NUXE has launched a range of four Christmas box sets in travel retail.

Each set is packaged in a box decorated "in an explosion of exuberant upbeat colors and shimmering highlights" to catch the eye of travelers.

As a bonus, shoppers can scan the code on the box to connect to the Spotify app and listen to a festive playlist curated by NUXE.

"We all know how strong the gifting motive is for travel retail purchases and never more so than in the Christmas period.

"The products that we have been selected for these box sets are some of our most iconic and eco-responsible 'Made in France' products to ensure they make very special gifts that will not disappoint.

"Each box set is true to our eco-responsible principles. The packaging is 100% recyclable with the cardboard sourced from eco-managed, FSC-certified forests," says Elodie Brunner, Head of Export, Travel Retail & Middle East at NUXE.

See below for a summary of its holiday advent calendar and box sets:

## **The NUXE advent calendar**

The limited-edition NUXE advent calendar is more generous and radiant than ever, counting down the days until Christmas with a whirlwind of surprises in its 24 doors concealing iconic miniatures of NUXE care products and innovations.

## **Box set: The Certified Organic Care selection**

Four effective, sensorial, organic care products.

Contents:

Huile Prodigieuse® Neroli (100 milliliters).

NUXE BIO Organic Skin Correcting Moisturizing Fluid (50 milliliters).

NUXE BIO Delicate Superfatted Soap (100 grams).

Huile Prodigieuse® Neroli Indoor Candle (70 grams).

## **Box set: The Legendary Scent selection**

Curated to appeal to lovers of the captivating fragrant trail of Prodigieux® le Parfum and its scented variations.

Contents:

Prodigieux® Shower Oil (100 milliliters).

Prodigieux® le Parfum (30 milliliters).

Prodigieux® Scented Lotion (30 milliliters).

**Box set: The Prodigieux® Collection**

Delivering the sensual and solar notes of the iconic scent of Huile Prodigieuse®.

Contents:

Huile Prodigieuse® (100 milliliters).

Prodigieux® le Parfum (15 milliliters).

Prodigieux® Shower Oil (100 milliliters).

Prodigieux® Indoor Candle (70 grams).