

# Nuxe highlights anti-aging routine at La Samaritaine in Paris



Nuxe's two-step routine uses the duo of their Merveillance Lift and Super Serum products

[Nuxe](#) has developed a two-step anti-aging routine using the duo of their Merveillance Lift and Super Serum products. To help consumers discover this fast-acting combination, the skincare brand has created an in-store activation in La Samaritaine in Paris involving a 60-second product demonstration and developed an online Anti-Aging diagnosis, giving consumers their two-step routine delivered

online by scanning a QR code. In addition, Beauty Advisors have been trained to help customers create their own tailored routine.

According to a press release, "This ultra-powerful combination provides the highest concentration of efficiency to combat all signs of aging of the skin by delivering complementary anti-aging actions that increase the quantity of the users' collagen and improve the quality of their skin.

"Super Serum's powerful formula is vegan compliant and uses 95% natural origin ingredients such as natural hyaluronic acid and oil microspheres that optimize penetration of the natural ingredients with instant results that leave the skin smoothed and luminous.

"Merveillance Lift firming cream, with its silicone-free powdery texture, is an instant filler that helps create a blurry effect on the skin. Its powerful formula, that lifts and fills the skin, is also vegan compliant and uses 96% natural origin ingredients including micro-algae oil."

Along with the in-store promotion, Nuxe has launched a Merveillance Lift Travel Retail exclusive pack that includes free full-size packs of Nuxe Day and Night Cream and Nuxe Eye Contour.

"Anti-aging products lead the skincare category and user expectations are very high with 71% of women expecting their anti-aging routine to deliver instant benefits. It's a growth category with huge potential when you deliver against your product promises which we believe we have demonstrated with this unique combination. Our instore "60 seconds to transform your skin" campaign and online Anti-Aging diagnosis have also heightened interest amongst travel retail customers," said Elodie Brunner, Head of Export, Travel Retail & Middle East.

"Travel Retail plays an important part in our brand omnichannel strategy as a key driver in the development of Nuxe as a global brand. Innovative skincare products like Merveillance Lift and Super Serum and travel retail exclusives are important factors in driving that development," added Fabienne Bravard, Deputy Managing Director International.