

Rituals offers new travel essential minis and car perfumes

Rituals Cosmetics has announced the addition of new items to its mini travel essentials and car perfume collections, available at Rituals TR shop-in-shops or on Rituals.com. All minis will now be available to purchase as individual items in addition to being offered in sets.

Travel minis



Rituals Travel minis are now available to purchase as individual items

New minis are available from the brand's best-selling The Ritual of Ayurveda and The Ritual of Sakura lines. These include:

The Ritual of Namaste — Skin Brightening Face Exfoliator and Mild Eye Make-Up Remover (both 30ml)

Elixir Collection — Refreshing Dry Shampoo (50ml)

The Ritual of Samurai — Classic Shave Cream, Sport Body Lotion, Sport Ice Shower (all 70ml)

The Ritual of Karma — Shower Foam (50ml), Body Cream (70ml), Sun Protection Milky Spray SPF 30 (50ml), Hair & Body Mist (20ml)

Car perfumes

Rituals is offering four new car perfumes, from the Private and Amsterdam collections. Each comes with a holder and two refills.



Rituals' car perfumes are activated by the air flow from the car's fan

Private Collection, Orris Mimosa — orris root and mimosa flowers, lifted by distinct leathery accents and gentle woody aspects

Private Collection, Oriental Vetiver — spicy accents of cardamom and galbanum, pink blossoms and woody vetiver and cedarwood

Private Collection, Wild Fig — juicy ripe Italian fig, mixed with Chinese orris and nuances of fresh spicy cloves and sandalwood

Amsterdam Collection — yuzu, a Dutch tulip accord, exotic spices and black pepper balanced with warm sandalwood

The car perfumes which last for six to eight weeks, are activated by the air flow from a car's fan. The car perfumes come with a stylish wooden holder that can be reused with a perfume refill.

Rituals Director Global Travel Retail Neil Ebbutt commented: "The pandemic has resulted in new consumer priorities, such as health & wellbeing, and shifts in the types of trips that will be booked. These changes represent opportunities for Rituals to target travellers at new touchpoints on their journey, such as car hire and private accommodation.

"We are confident that through our products that promote wellbeing, we can support travellers in finding meaningful experiences and connections with the world around them, however they choose to travel post-pandemic."