

Rituals rejuvenates with Ritual of Mehr gift set



The Ritual of Mehr unisex gift set is available in Rituals standalone stores and shop-in-shops across Europe travel retail from April

This Easter, luxury wellbeing brand Rituals celebrates spring through an uplifting new addition to its limited-edition Easter Egg collection - The Ritual of Mehr unisex gift set.

Available in Rituals standalone stores and shop-in-shops across Europe travel retail from April, each egg contains a mini-indulgent routine that is suitable for both men and women.

The luxury body care products are all imbued with the mood-enhancing aromas of sweet orange and cedarwood.

The Ritual of Mehr launched in travel retail in March 2021, replacing The Ritual of Happy Buddha.

The new Easter Egg gift set includes two products from The Ritual of Mehr collection, including a nourishing Foaming Shower Gel to energize the soul, as well as a Hand Balm containing over 95% ingredients of natural origin, developed to soothe and nourish dry hands.

The Fortune Balm - Repair is a 100% natural lip balm enriched with shea butter, refreshing eucalyptus and vitamin E. Finally, the set includes a travel size L'Éclat unisex perfume.

The Rituals Easter Egg collection is said to offer a fun twist on the annual Easter egg hunt. The Ritual of Mehr Easter Egg joins the classic The Ritual of Karma Easter Egg, infused with lotus and white tea and The Ritual of Sakura Easter Egg, infused with cherry blossom and white rice.