

Rituals relaxes with travel retail pouches



Rituals' new jewel-colored pouches contain travel-friendly and relaxing scented products that are all under 100ml

Rituals Cosmetics has added luxurious pouches with updated assortments to its product offering, exclusively available in travel retail.

The new pouches include Rituals' best-selling bath and body products. In line with the brand's commitment to a sustainable future, they are made from recycled cotton canvas.

The pouches are available in The Ritual of Sakura, The Ritual of Karma, The Ritual of Ayurveda and The Ritual of Jing collections. Following in June will be the new Homme pouch for men.

The jewel-colored pouches contain travel-friendly and relaxing scented products, all under 100ml.

The rice milk and cherry blossom scented Ritual of Sakura features shower foam (50ml), body cream (70ml), shampoo (70ml) and conditioner (70ml).

Enriched with white tea and holy lotus, The Ritual of Karma contains shower foam (50ml), cooling shower gel (70ml), body cream (70ml) and shimmer oil (30ml).

The Ritual of Ayurveda, featuring Indian rose and Himalayan honey, comprises shower foam (50ml), shampoo (70ml), conditioner (70ml) and dry oil (30ml), while The Ritual of Jing includes shower foam (50ml), body cream (70ml), dry oil (50ml), pillow & body mist (30ml).

Homme, launching in June, contains shower foam (50ml), anti-perspirant spray (50ml), 2in1 hair & body wash (70ml) and anti-dryness lotion (70ml).

The pouches are available in Rituals standalone stores and shop-in-shops.