

SPA of Iceland partners with TRbizz to enter Middle East TR



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Capitalizing on the global trend of sustainability and vegan products with natural ingredients, [SPA of ICELAND](#) is "hitting the travel retail world by storm" and launching premium body and home spa products.

Active since 1976, the company is inspired by the clean water, fresh air, and geothermal power of Iceland. Every SPA of ICELAND product contains one of the elements of the Icelandic environment. This year, SPA of Iceland was named Frontier 2022 "STAR BEAUTY PRODUCT OF THE YEAR."

SPA of ICELAND is conscious of the impact its range has on customers, their skin, and the environment and are passionately committed "to providing pure, high-quality products making a positive and revolutionary impact of change in the current industry practices." reads the press release.

All SPA of ICELAND ingredients and items are developed in collaboration with experts and are hypoallergenic and dermatology tested, cruelty-free, and vegan-certified. The key product features are listed below:

- The bathing range includes nourishing mineral sea salt from Iceland
- All products are 100% Vegan Certified and not tested on animals
- The products are made up of 95% natural ingredients
- Body scrubs, hand -and foot creams, and soaps, as well as other products designed to reflect "Icelandic nature" such as black beaches, lava fields, and the night sky, scented with Icelandic Moss and Thyme notes
- Bath salt, candles and diffusers have three different aroma scents; Fjóla with amber and muck, María with verbena and vanilla, and Sara with red fruits & sandalwood
- SPA of ICELAND has a dedicated travel retail range

"As more and more spa-concept stores are being developed in travel retail outlets globally, we feel that it is the right time to enter this trendy arena with our award-winning products, especially because we can leverage on the image that Iceland has for using natural resources.

"We intentionally choose clean and natural elements of Iceland that bring out the happiness and satisfaction that everyone deserves in the comfort of their home with the least impact on our environment," comments Fjóla Fríðriksdóttir, CEO at SPA of ICELAND.

"Our company has been keeping an eye on SPA of ICELAND for awhile now and were very pleased the brand got awarded star beauty product of the year by Frontier 2022. SPA of ICELAND fits fully with TRbizz's values of planet conservation and with promoting products that contribute to a lesser CO2 footprint where possible. The brand's products are designed very nicely and are being presented in attractive themed displays that are very engaging to duty free consumers," adds Hendrik Verbrugge, Founder at TRbizz.