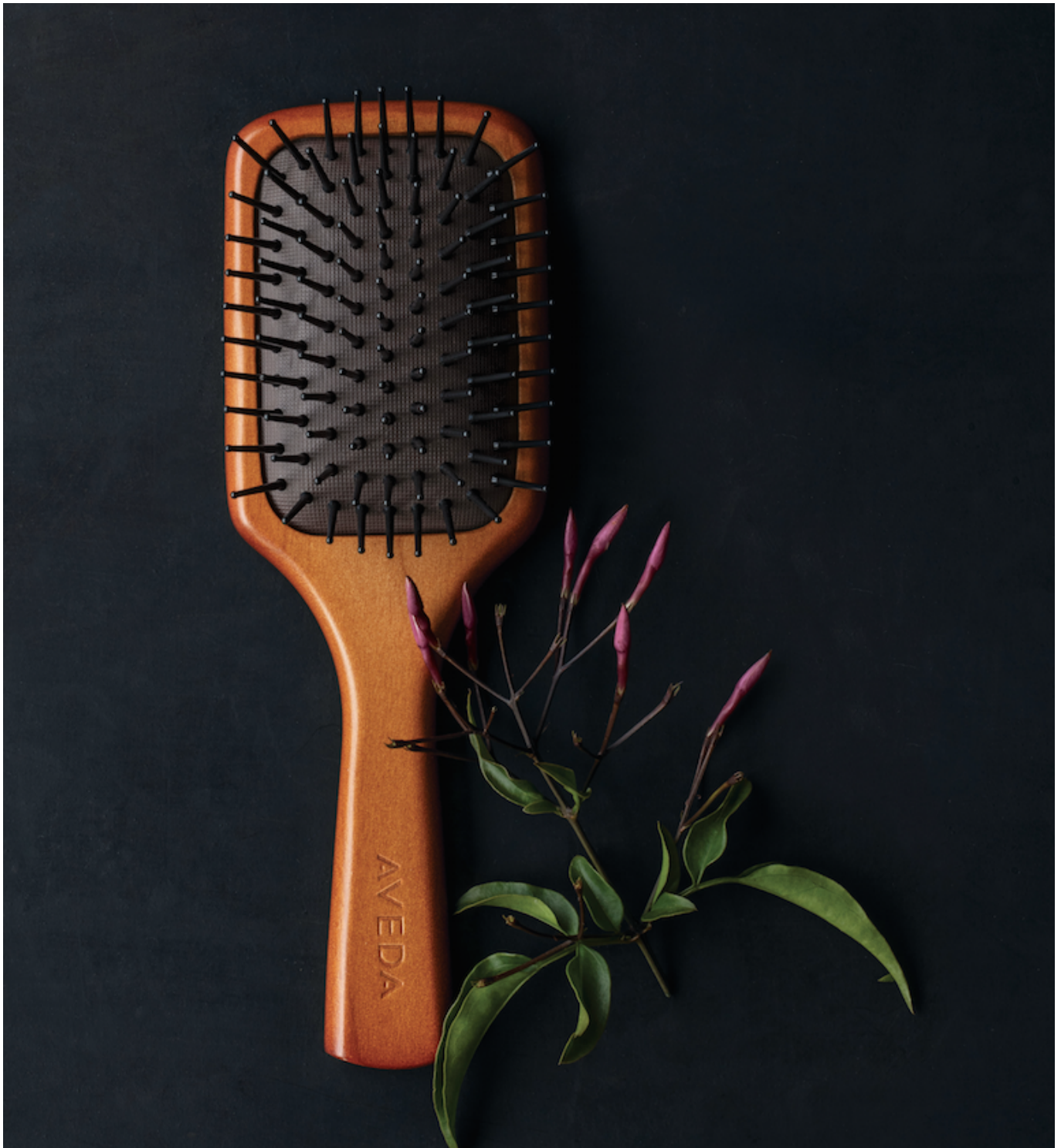


## The Shilla Duty Free introduces the mini Aveda Paddle Brush to Singapore and Korea



The Shilla Duty Free has brought the miniature version of the popular Aveda Paddle Brush to its counters at Singapore Changi Airport and Shilla stores in Korea



The mini Aveda Paddle Brush has extended bristles to help detangle hair. It also reduces the stress to hair and scalp during blow-drying and styling

The Shilla Duty Free has launched the miniature version of Aveda's bestselling Paddle Brush to its counters exclusively in Singapore and Korea for the month of April.

The travel retailer shared this information through a press release today. The Aveda brush retails at S\$31 (US\$ 42) and it promises "smooth and manageable hair" with its special extended bristles for easy detangling.

Commenting on the launch, Karen Housman, Senior Vice President / General Manager, Travel Retail Worldwide, The Estée Lauder Companies said: "As frequent travellers ourselves, we understand the toll that travelling can take on your beauty regimen. We are delighted to launch a travel-friendly

version of our bestselling Paddle Brush with our partner, The Shilla Duty Free. This ultra-portable mini is your trusty travel companion that will help you achieve effortless style no matter where you are.” Estée Lauder owns the Aveda brand.

“The Shilla Duty Free is proud to launch the new Aveda Mini Paddle Brush – a product we are confident will speak to our travel-savvy customers,” says Mr. Young Hoon Kim, Executive Vice President of The Shilla Duty Free.

“Strategic partnerships such as these are perfectly in-line with our mission to curate fresh offerings that elevate the travel retail experience. We believe this handy brush will have travellers looking their very best throughout their journeys.”