

Estée Lauder partners with Roxie Nafousi in London Heathrow wellness experience



"Redefining the travel experience": Estée Lauder and Roxie Nafousi at London Heathrow

Estée Lauder Travel Retail EMEA is "refining the travel experience" with a luxurious wellness

journey for traveling consumers at London Heathrow Airport.

Powered by expertise in high-performance skincare, and brought to life through an exclusive partnership with bestselling author and manifesting expert Roxie Nafousi, the one-of-a kind Night Skin Center pop-up, is live through October 24.

The activation offers a blend of high-performance skincare and mindful meditation with passengers invited to unwind in a luxury Sleep Pod.



Roxie Nafousi created a bespoke travel meditation sound tract featuring positive affirmations, calming music and skincare tips to inspire inner calm and rejuvenation

Passengers can enjoy complimentary pre-flight facials enhanced through cryo massage tools with Estée Lauder's most iconic products, including the Advanced Night Repair Serum and two two innovations: Revitalizing Supreme+ Night Bounce Crème and Advanced Night Repair Overnight Treatment. Together these treatments deliver cellular repair and collagen-boosting benefits. Passengers will receive an exclusive Night Science GWP featuring skincare essentials, a sleep eye mask and Roxie Nafousi's meditation track accessible by QR code.

Victoria Foster, Regional Brand Director, Estée Lauder Travel Retail EMEA, said, "Estée Lauder is passionately committed to creating unforgettable experiences for our traveling consumers. Our Night Science Center brings out latest and greatest in Night Skin Science expertise and product innovation, Roxie's meditation tract is the ultimate complement to our pre-flight services combining skincare wellness and mindfulness, creating a new journey standard both in airport and in flight."