

# Kiehl's TR AP highlights its Future Made Better commitment



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Held throughout the month of June, the ecologically designed pop-ups spotlight giant pandas, which are a powerful symbol of species and ecosystem conservation. Through a seamless and interactive O+O journey, visitors can learn more about the conservation work behind the partnership, as well as Kiehl's sustainability commitments to formulate a better future.

The Future Made Better pop-ups are constructed with 100% recyclable and reusable materials. Featuring a panda jungle, the outdoor pop-up leads visitors on an educational AR journey that details the "Kiehl's Does" initiatives. Visitors can scan the jungle signs with their mobile phone to discover more sustainable actions taken by the brand - including the fact that over 80% of the brand's packaging is made using post-consumer recycled materials.

The indoor tree house pop-up brings to light the decade-long partnership, which aims to protect the endangered species. As part of the "Kiehl's Gives" philanthropic commitment to environmental sustainability, the collaboration supports works behind panda conservation by removing hunting traps, purifying water sources and natural habitats and monitoring the safety and movement of the pandas using infrared cameras. At the end of the adventure, visitors can redeem a sample of the brand's number one bestselling Rare Earth Masque via an automatic vending machine (limited supply).



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“We are proud to co-create a purpose-driven journey in Hainan with Haikou Downtown Duty Free Shop. Our ‘Kiehl’s Does’ and ‘Kiehl’s Gives’ initiatives showcase the brand’s decade-long partnership with Shan Shui Conservation Center in panda conservation, which represents our effort toward a healthier planet to formulate a better future.

Through these pop-ups, we actively invite all travelers to join us on such a purposeful journey because we believe better has no end,” says Petrina Kho, General Manager at Kiehl’s Travel Retail Asia Pacific.