

Beauty&You By The Shilla Duty Free brings personal care products to Hong Kong Airport travelers



Korea's bestselling skin and body care brand plu's hand sanitizers are available at Beauty&You by The Shilla Duty Free's "Personal Care & Hygiene" pop-up counters

Beauty&You by The Shilla Duty Free has specially curated products for its "Personal Care & Hygiene" pop-up counters at Hong Kong International Airport (HKIA), in response to the recent Coronavirus (COVID-19) outbreak.

In a press release, the retailer explained that setting up the counters is its way of "keeping the safety and wellbeing of all travellers and airport staff top of mind."

The pop-up counters are located at HKIA's East Hall South, East Hall North and Arrivals Hall stores, with a special selection of personal care products attending to the most immediate needs of travellers. One of the first brands that Beauty&You is launching is this week is plu, one of Korea's bestselling skin and body care brand inspired by nature, using completely natural ingredients. The brand's hand sanitizers which are certified by South Korea's Ministry of Food and Drug Safety, and are 99.9% effective against common germs, will be available at the counters.

Commenting on the launch of the new counters, Changha Shin, Managing Director of Shilla Travel Retail Hong Kong Limited said: "Our customers' safety and wellbeing have always been top priority

for us. By launching plu and curating other products within the 'Personal Care & Hygiene' pop-up counters, we hope to emphasise personal care and hygiene amongst travellers, in order to ensure safe travels during their whole travel journey."

"Beauty&You by The Shilla Duty Free will continue to strive to provide all travellers the best and most comprehensive selection of products."

Besides these personal care counters, Beauty&You by The Shilla Duty Free has recently debuted two new luxury brands, cult Swedish fragrance brand BYREDO and botanical skincare and cosmetics brand Chantecaille, in its latest efforts to strengthen its assortment of brands and categories.



Customers at Hong Kong International Airport can now look forward to shopping botanical skincare and cosmetics brand Chantecaille's products at Beauty&You by The Shilla Duty Free

Both first-in-HKIA brands were launched at Beauty&You by The Shilla Duty Free's East Hall South store at HKIA, with BYREDO featuring a range of perfumes, home fragrances and hand care products for the frequent traveller, such as the Mojave Ghost hand cream with its signature woody flavour and soft, nourishing finish that is perfect for travellers on the go. Chantecaille's all-time bestseller - Bio Lifting Serum+ will also make its debut at HKIA.