

The Shilla Duty Free celebrates exclusive L'Oréal SkinCeuticals launch

**#1 MEDICAL AESTHETIC
SKINCARE BRAND
WORLDWIDE**

Dispensed by 10,500+ international dermatologists, plastic surgeons, and medi-spas.



The Shilla Duty Free introduces SkinCeuticals to the duty free market in Korea

The Shilla Duty Free, operated by Hotel Shilla, has extended its derma cosmetic brand lineup with the exclusive introduction of L'Oréal Group's leading dermatological skincare brand, SkinCeuticals, in Korean duty free.

The launch is said to be an industry first, with The Shilla Duty Free featuring SkinCeuticals at its cosmetics store in Incheon International Airport Terminal 2 and on its online duty free platform.



C E Ferulic Antioxidant Serum is known for skin antioxidant prevention and anti-aging properties

SkinCeuticals is renowned for its dermatologist-grade, professional premium skincare products. The C E Ferulic Antioxidant Serum is among its hero products, known for skin antioxidant prevention and anti-aging properties.

According to The Shilla Duty Free, derma cosmetics, which blends pharmaceutical components or technologies with cosmetics, is showing remarkable growth in Korea and international cosmetics markets.

With the exclusive SkinCeuticals launch, The Shilla Duty Free aims to expand its product diversity and lead the duty free cosmetics industry through an extended lineup of high-growth potential derma cosmetic brands.

To mark the launch, exclusive gift with purchase offers include a skincare travel deluxe and a beauty pouch or a tote bag, while stocks last.

As an operator of duty free cosmetics and perfume stores at major Asian hub airports, including Incheon International Airport, Singapore Changi Airport, and Hong Kong Chek Lap Kok Airport, The Shilla Duty Free said it “continuously strengthens its beauty brand lineup, leveraging its exceptional competitiveness in the cosmetics and perfume sectors”.

A company representative commented, “It is significant for us to introduce SkinCeuticals across both

our online and offline channels, a first in the duty free industry. We aim to continue enhancing our beauty brand lineup, providing our customers with unique shopping experiences and leading the industry.”