

The Shilla Duty Free becomes exclusive retailer of Clinique's best-selling concentrates in jumbo sizes

By **Hibah Noor** on July, 9 2018 | Retailers



Clinique for Men Maximum Hydrator Activated Water-Gel Concentrate is a top-selling product



Clinique Moisture Surge Hydrating Supercharged Concentrate for women offers the intense hydration of a rich moisturizer in an ultra-light water-gel texture



Two new supersized Clinique products will be exclusively retailed at The Shilla Duty Free in Singapore Changi Airport, as well as other Shilla Duty Free stores in South Korea and Hong Kong

As part of its line-up of global exclusives, beauty brand Clinique will be introducing jumbo 95ml versions of its best-sellers, available only at The Shilla Duty Free.

The Shilla Duty Free is first in the world to launch two travel exclusive products in collaboration with Clinique.

Newly available in exclusive jumbo 95ml sizes are the best-selling Moisture Surge Hydrating Supercharged Concentrate for women and Clinique For Men Maximum Hydrator Activated Water-Gel Concentrate.

Specially developed to quench thirsty skin, these supersized products will be exclusively retailed at The Shilla Duty Free Singapore in Singapore Changi Airport, as well as other Shilla Duty Free stores in South Korea and Hong Kong, from June 29 to December 31, 2018.

The two star products seek to hydrate thirsty skin, increasing the skin's moisture reservoir with an immediate 179% moisture boost, according to Clinique.

Formulated with a combination of two innovations, Liquid-Sphere technology and moisture-holding matrix polymer technology, the concentrates help to break the cycle of dryness and environmental stress that can lead to premature ageing.

With the Liquid-Sphere technology, encapsulated spheres of vitamin E and vitamin C burst instantly on application, releasing potent antioxidants that protect against oxidative damage and free radicals.³

The moisture-holding matrix polymer technology features interlocking moisture-magnet polymers that seal and lock in hydration, helping to boost skin's moisture retention all-day long.

Mr. Bart Dubbeld, Regional Brand General Manager, Travel Retail Asia Pacific, Clinique, said: "We are thrilled to be partnering with The Shilla Duty Free to launch our signature Moisture Surge Hydrating Supercharged Concentrate and Clinique For Men Maximum Hydrator Activated Water-Gel Concentrate in all-new jumbo sizes made exclusively for travelers.

"Frequent flying can take a toll on the skin, but with our specially-formulated concentrates, they can now pamper and protect the face with supercharged hydration amidst their busy schedules."

Clinique x Shilla global exclusives

Clinique Moisture Surge Hydrating Supercharged Concentrate Jumbo 95ml retails at S\$88.

The product offers the intense hydration of a rich moisturizer in an ultra-light water-gel texture that leaves the skin looking instantly plumper, smoother, and more supple, Clinique said.

With its release of vital antioxidants, it also serves to protect the skin from environmental stress and premature ageing. It should be applied daily before moisturizer to lock in hydration, keeping skin looking fresh and natural day in and day out.

Clinique For Men Maximum Hydrator Activated Water-Gel Concentrate Jumbo 95ml retails at S\$88.

The product is formulated to attract and bind moisture to the skin for optimal moisture retention, while also combating environmental damage for healthy, fresh, and toned skin.

The breakthrough weightless formula transforms from a gel to a liquid, releasing a cooling burst of oil-free hydration that's instantly absorbed by the skin, leaving no tacky residue.

For best results, it should be applied every morning and night onto face and neck on clean skin. It is also safe for the eye area, and designed for use after shaving to soothe and calm irritated skin.

“We are delighted to partner with Clinique on the exclusive launch of one of their best-loved and iconic products, the Moisture Surge Hydrating Supercharged Concentrate and Clinique For Men Maximum Hydrator Activated Water-Gel Concentrate in the jumbo 95ml sizes,” said Ms Raelene Johnson, Vice President of Global Merchandising Division, The Shilla Duty Free.

“The Shilla Duty Free is continually seeking to refresh the Shilla experience and deliver exceptional value to our customers, and we believe this has been achieved through global collaborations like these.

“Clinique's universal appeal and product offer are complementary to our business and we are confident all our customers will be excited to discover the new jumbo sizes of their Clinique favorites in our stores.”

The two products are available exclusively in Singapore at The Shilla Duty Free Changi Airport, and other Shilla Duty Free stores in Korea and Hong Kong from June 29 to December 31, 2018.