

## Puressentiel to launch aromatherapy travel concept in Cannes

By **Mary Jane Pittilla** on August, 7 2018 | Fragrances, Cosmetics, Skincare & Haircare



Puressentiel's Jet Lag Essentials aromatherapy kit for the duty free market

French aromatherapy specialist Puressentiel, which made aromatherapy accessible thanks to ready-to-use formulas, will be exhibiting for the first time at the TFWA World Exhibition in Cannes.

Market leader in Europe, Puressentiel will unveil an exclusive travel retail concept with kits, designed to meet the needs of travelers.

The brand is targeting passengers of all ages, promising to aid their wellbeing while traveling or at home.

Puressentiel was created in 2005 by Isabelle and Marco Pacchioni, born out of their passion for aromatherapy and natural active ingredients.

The brand draws on the best of what nature has to offer in an eco-responsible and eco-friendly way and gives it back to its consumers in a pure and essential form.

Working with scientists, botanists, engineers, aromatherapists and experts, the company aims to create innovative, effective, safe and easy-to-use products for everyone's wellbeing, beauty and overall wellness.

Today, Puressentiel offers a range of more than 250 products whose efficacy and tolerance have been proven by more than 300 studies and tests.

Puressentiel is a family run and independent laboratory which is now the leader in the aromatherapy market in France and Europe.

Distributed in 80 countries, it has become a worldwide brand that is also well established in Canada and Africa.

Puressentiel's exclusive travel retail concept is designed to meet the needs of both travelers and operators.

It includes dedicated fixtures, fitting airport requirements, along with an assortment of travel retail kits, based on its best-sellers.

Puressentiel will officially launch the brand in travel retail at the Cannes fair, where buyers will be able to meet the founders, Marco and Rocco Pacchioni (Stand number: Blue Village F7).