



BRAND REPORT

New Skincare Brand Long Haul Spa Turns Dreaded International Flights Into Luxurious Me-Time

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RACHEL BROWN
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Over the last five years, Christine Keeling figures she's taken over 70 international flights. As a Canadian living in Brisbane, Australia and working for North American companies, global travel is an occupational requirement for her. Unfortunately, it's not a recommended beauty ritual.

"If you do any long-haul flying, you understand how horrible it is for your body and your skin. It's worse than being in the Sahara Desert as far as the low humidity, and you are up there with cabin pressure that makes it like being on a mountaintop. You get off these flights looking terrible and feeling worse," says Keeling, a former technology executive and flight attendant. "I would start to make self-care kits for myself. I was giving myself a spa treatment to counteract all of the challenges that were affecting my skin, and it gave me something to look forward to."

Keeling bought products from Sephora and Mecca to compose her voyage-ready self-care kits. She picked up great individual items at the retailers, but she struggled to assemble the complete arsenal she needed to protect her skin during 10- to 15-hour flights. The struggle sparked an idea. Keeling



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Long Haul Spa's kits contain skincare products specifically selected and formulated to nourish skin battered by the arid conditions inside airplanes.

The result is Long Haul Spa, a new brand considering flights opportunities to reset the skin rather than set it back. For 129 Australian dollars or \$90, it sells a Louenhide faux leather bag with a collection of beauty products, including micellar water, serum, face oil, mask, mist, wipes, and moisturizing cream, eye and lip balms, selected and formulated specifically for extensive travel. The eight skincare products are encased in recyclable 15-ml. bottles designed to abide by Transportation Security Administration regulations and paired with a 1-liter clear plastic bag for screening purposes.

“The brand is for people who, when they get off the plan, have to slay some dragons. We want you to arrive beautiful to do so.”



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Hydration is the core benefit of Long Haul Spa’s products. Developed with [Stacey Fraser](#), a clean beauty consultant with Natures Blueprint Ltd, they contain natural ingredients sourced sustainably from New Zealand and African countries, including baobab, kiwi seed, watermelon seed, macadamia seed and castor seed oils. For flights, Long Haul Spa provides customers instructions on how to apply the products beginning with cleansing their faces as well airplane seats and tray tables with the wipes, and ending with the moisturizing cream to ensure their skin is in mint condition upon landing.



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Long Haul Spa founder Christine Keeling

“We chose ingredients known for their moisture-boosting properties and skin-feeding nutrients. The key to the regime was that it was layerable. The face mask is gel that you could leave on and didn’t look scary,” says Fraser. “I’ve tried the set a few times now flying long haul. My millennial teenager loves it! It’s such a treat. I always feel like asking other people on the plane if they would like to join me in my spa experience.”



Prior to launching Long Haul Spa, Keeling invited 70 women she solicited from the Facebook group Like Minded Bitches Drinking Wine to test its kit. In response to feedback from them, the brand toned down scents in its formulations and added loops into the bag that holds the products to keep them in place. While the products are intended to last for a round trip, some women testing them advised Long Haul Spa they would be ideal for off-airplane skincare, and the brand is exploring strategies for merchandise suiting customers on the ground. Larger 100-ml. sizes could be in its future. Already, the brand has produced a kit for men dubbed Tarmac containing a slimmed-down assortment of five products plus wipes.

For distribution, Long Haul Spa's objective is to reach traveling professionals. It's targeting airport retail, notably duty-free shops, airlines and corporations primarily via events. Keeling says, "Airport retail is where women want to buy it. Instead of having one more thing to pack, they can get it as they are walking to their gate."

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Long Haul Spa has developed a travel skincare kit for men called Tarmac.

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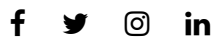
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