

Long Haul Spa wins new listing with Singapore Airlines Krisshop.com

By Alison Farrington in Cosmetics, Inflight, Latest News, Product News, Retail News February 12, 2020
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The Australian beauty brand is looking to expand further into the travel retail channel.



Brisbane-based **Long Haul Spa** – creator of skincare kits that are designed specifically for long haul flyers – has expanded its global travel retail reach by winning listings with **KrisShop/Singapore Airlines, Silk Air and Scoot**.

KrisShop has selected six Long Haul Spa SKUs including the men's line called **Tarmac**, and the three-piece **Mini Kit**, along with four iterations of the full eight-piece **Long Haul Spa Kit**.

Christine Keeling, Founder and Managing Director of Long Haul Spa comments. "This is a game-changer for us. The first big step in our quest for travel retail and duty free distribution. We have had exposure with a few smaller players – but KrisShop is a significant contract in this space and we are delighted that they have taken us on board. They have such a cool model: order 24-48 hours before your flight and have the product delivered to your seat. It really is the ideal for any international traveller."



Long Haul Spa products were formulated by Stacey Fraser – the founding formulator of the much-celebrated Trilogy skincare brand out of New Zealand. Fraser was commissioned by Christine Keeling to bring her professional skills to the team. The products are sustainably produced, vegan, cruelty and paraben-free, suitable for sensitive skin and crafted from Australian, African and New Zealand botanicals.

Designed for passengers in transit, the products – all 15ml in size – come in toiletry bags provided by Louenhide – an Australian bag maker.

Long Haul Spa retails for US\$99 Tarmac for US\$69 and The Mini for US\$49

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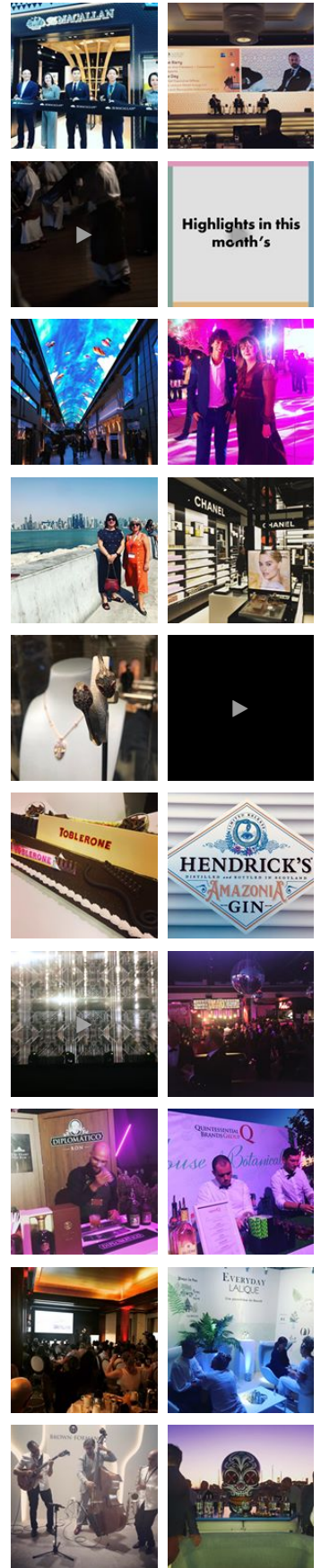
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