

Australia's Long Haul Spa announces 'game-changing' listings in flight

All-natural skincare company, Long Haul Spa, has significantly increased its business in travel retail, after winning listings with KrisShop/Singapore Airlines, Silk Air and Scoot.

The Brisbane-based creator of skincare kits, created specifically for long-haul flyers, tells *TRBusiness* that KrisShop has selected six Long Haul Spa SKUs including men's line, 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 said that the new listings with KrisShop are 'game-changing'. "[This is] 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 very significant contract in this space and we are delighted that they have taken us on board.

PRODUCT DELIVERED TO THE SEAT

"They have such a cool model: order 24-48 hours before your flight and have the product delivered to your seat. It really is ideal for any international traveller."

The full eight-piece Long Haul Spa Kit.

Long Haul Spa products, which contain botanicals from Australia, Africa and New Zealand, were formulated by Stacey Fraser, the founder of well-known New Zealand skincare brand, Trilogy.

Fraser, who was commissioned by Keeling to bring her expertise to the team, helped to ensure the products are sustainably produced, vegan, cruelty and paraben-free, suitable for sensitive skin.

The products all measure 15ml in size and are packaged in toiletry bags provided by Australia's Louenhide. The Long Haul Spa set is available for US\$99; Tarmac for US\$69 and The Mini for US\$49.

The Long Haul Spa three-piece Mini Kit.