



Focusing on onboard wellness: Long Haul Spa unveils inflight skincare pack

by Colleen Morgan

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[Long Haul Spa](#), an Australia-based start-up beauty and wellness brand, has introduced a skincare set which aims to offer travellers an “in-seat spa session”.

Its Long Haul Spa travel pack contains eight 15ml products developed to cope with skincare problems faced by travellers. In travel retail, the pack is available at the 1Above kiosk at New Zealand’s Auckland Airport, with a RRP of NZ\$129 (US\$99).

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Introducing Long Haul Spa: Ready for take-off in global travel retail.

The brand, which was launched last year, is the brainchild of former flight attendant and software executive, Christine Keeling. Its mission is to turn “soul-sucking, complexion-destroying long haul flights” into comfortable ‘me time’ for passengers.

As a frequent traveller, Canada-born Keeling noted the lack of skincare kits which could be used by passengers while flying.

“Most skincare lines have travel sizes or travel kits to use while you are on the road in the privacy of your hotel bathroom. But no one had a kit specifically curated to use on the plane to make your flight a little less hellish,” Keeling told The Moodie Davitt Report.

“Believe me, I looked everywhere... in airport shops, at duty free cosmetics counters, online, in high-end cosmetics shops, department stores and bespoke shops. And I saw other women doing the same thing I did; scrambling in airport shops to put their own kits together.”

According to Keeling, the lack of humidity is one of the biggest issues facing long-haul travellers, with the standard onboard humidity level at between 1.8% and 15%, compared with 25% in the Sahara Desert. Humans, Keeling pointed out, are most comfortable in 30-60% humidity.



Christine Keeling: “We see Long Haul Spa as the ultimate fit for airport retail and as a fantastic inflight purchase”.

With the help of Stacey Fraser, the formulator behind New Zealand's Trilogy natural skincare, Keeling created a range of products which could provide the most benefit at 35,000 ft during a long-haul flight. The products were tested on 70 passengers at altitude, suitable packaging was locally sourced and Long Haul Spa was launched in December.



The Long Haul Spa line-up: Eight products made for long-distance travellers.

“Our goal is to make long haul flights more comfortable, more enjoyable and get everyone to the other side feeling a bit more like the rock star that they are, regardless of where they are sitting on the plane,” Keeling said.

The products are crafted in New Zealand from locally and international sustainably-sourced organic ingredients. They are, Keeling added, “good for you, good for the planet”: vegan, paraben and cruelty free. Long Haul Spa has also partnered with One Tree Planted to help offset the carbon emissions of our customers' travels.

Keeling believes the Long Haul Spa kit “really resonates with travellers”. “It isn't miniatures of the same products on the shelves; it is something new and different and has been created specifically with long haul in mind.”



Long Haul Spa products were developed to target skincare problems which arise because of low hydration during long flights.

The kit features a vegan cosmetics bag from Australian brand, Louenhide, a clear plastic bag (if needed for security use) and a branded cotton carry bag along with a Long Haul Spa Warrior Manual to detail the correct use of the pack's products. Disinfecting wipes are included for personal and general inflight usage.

The products include Cleansing Micellar Water & Dehydrated Towels; Super Saturating Face Mist; Serum Sorbet; Rejuvenating & Protecting Facial Oil; Super Hydrating Gel Face Mask; Eye Balm; Lip Balm and Moisturising Creme Balm.

Keeling said a Tarmac set for men is ready to launch and a capsule clothing line is in the pipeline.



Tarmac, a line for men, is scheduled to launch soon.

“We see Long Haul Spa as the ultimate fit for airport retail and as a fantastic inflight purchase, as well as a terrific points redemption vehicle,” she said.

Keeling said the brand’s focus was on markets in Asia Pacific and North America. She aims to secure listings with at least one major international duty free retailer and two airlines by the end of the year.

“In the longer term we will look to broaden our distribution as well as deepen it,” she said. Keeling said she had already received requests for larger sizes of the Long Haul Products for home use.

“Beyond that we will continue to focus on inflight wellness and work to discover what else we can create to make travellers more comfortable on long haul flights,” Keeling concluded.

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