

aviation hydration



set to take off at

2015 EMMY AWARDS



the secret is out!



16 certified organic
Moisturiser for Airline passengers

The Secret is out!

This years Emmys gift bags will be the international launchpad of a new Australian owned moisturizer specifically formulated for airline passengers and cabin crew.

“Aviation Hydration” stole the show at this years Logies and has garnered quite the celebrity following with Carrie Bickmore, Asher Keddie, Karl Stefanovic, Ross Greenwood and Richard Wilkins already in the bag. Aviation Hydration was selected by an American Gifting Company to go into the gift basket for Kate and Wills to celebrate the recent birth of Charlotte. “They added Aviation Hydration into the gift basket because William is a helicopter pilot”, said Helen. And with the Emmys coming up it will be time for the Hollywood ‘Royalty’ to find out what all the hype is about.

Developed using a plant based cream and tweaking it to adapt to the rigorous needs of the jet set crowd Brisbane based creator Helen Lock has caused quite a stir. Born from requests within the long haul cabin crew Aviation Hydration has been keeping Qantas and Virgin attendants hydrated for months.



“The multi-active moisturiser contains anti-oxidants, nut, seed and plant extracts including the new ‘wonder oil’ Kunzea ambigua. The new essential oil is sourced from the pristine valleys of north eastern Tasmania and is very high in anti-oxidants and the oil also has a unique molecular construction which enables it to work at a cellular level. The Kunzea tree grows naturally in Tasmania, it is organic and it’s also sustainably harvested”, Helen said.

The use of Kunzea oil in a cosmetic is a world first and the development of the cream took years of hard work and in particular developing the right aroma. Helen had to work with professional perfumer Johnathon Midgley for over a year to construct all the complex essential oils into a scent that would be unisex.

“Aviation Hydration is designed to soften, hydrate and moisturise parched skin during air travel”, explained Helen. Dry, dehydrated skin is deeply nourished with the finely crafted blend of essential oils. Ideal for anywhere skin is exposed to low humidity and comes in a handy purse or pocket size.

*The ideal travel partner...
no matter where you are in the world,
the quintessentially Australian aroma
will take you back to your Homeland.*



HELEN LOCK

Helen Lock is known for developing and branding iconic Australian made skincare products. Her XMA brand is a leading eczema and psoriasis treatment used by many Practitioners Australia-wide. The Royal Brisbane Hospital was the first retail outlet for Helens XMA Skin Therapy for staff and patients.

Helens other brand is Aviation Hydration developed for Airline passengers and Cabin Crew. Aviation Hydration is garnering world-wide attention from celebrities, tourism companies and airline industries alike. She has just finished her first book ‘101 ways to treat your itch’. Helens business framework of commencing, constructing, conceiving and completion keeps her actively working on new ground-breaking formulas and brands.

For further details, interviews or product samples please contact Helen directly on 0413 676 221 or email helenlock27@hotmail.com