



Summit of the Americas organizers add key new speakers to Knowledge Hub agenda

The International Association of Airport and Duty Free Stores (IAADFS) and South American Duty Free Association ASUTIL have unveiled additional speakers for the Summit of the Americas – A Virtual Experience, which takes place on April 5-9, 2021.

Keynote addresses and panel sessions will take place at the virtual Knowledge Hub each day, focused on the recovery in the Americas market. The latest additions to the speaker lineup include some of the top industry people in the Americas.

They include: Martin Eurnekian, Chief Executive Officer of Corporación América Airports (AA2000); Hudson CEO Roger Fordyce; ARI-North America General Manager Jackie McDonagh; Motta Internacional Senior Vice President Aurelio Barria; Midway Partnership CEO (and Vantage Airport Group Chief Commercial Officer) Sammy Patel; PT&M Managing Director Eric Trichot (whose company is leading the tender process at Martinique Aimé Césaire International Airport Company).

Also speaking is Walmart Senior Vice President, Sustainability Jane Ewing.

Jane Ewing leads Walmart's Sustainability team and efforts, which prioritizes people and the planet by aiming to source responsibly, sell sustainable products, restore natural resources and reduce waste and emissions.

She will discuss these initiatives in a special session at the Summit of the Americas and talk about sustainability as a core business value in retail and travel retail.

Ewing is well known in travel retail from her 20-year career at Diageo, where among other roles, she was Managing Director Global Travel & Middle East.

The all-digital event is being organized by the IAADFS and ASUTIL in partnership with *The Moodie Davitt Report* (which organized the Virtual Travel Retail Expo in October).

Visitor registration is free to all travel retailers and airport companies and is open at the [official event website, which is now live.](#)



President Joseph Biden signs Inaugural Day proclamations with customized Cross pen

Congratulations to A.T. Cross Company, which provided customized pens for newly-inaugurated American President Joseph R. Biden. Cross was selected as the pen of choice to sign President Biden's Inaugural Day Proclamation.

President Biden signed official proclamations and executive orders using a Cross Century II Rollerball Pen in a classic black lacquer finish with 23KT gold-plated appointments.

"We are honored to be part of this historical moment for our country," Wuysvaldo Luna, Sales Manager – LATAM / TR Americas told *TMI*. "This year marks our 175th anniversary, and there is even more reason to celebrate the craftsmanship, distinguished style and exemplary writing performance our iconic pens deliver."

TFWA World Exhibition & Conference to return to Cannes in Sept. 2021

The Tax Free World Association has announced the welcome news that the TFWA World Exhibition & Conference is planning to return to Cannes from Sunday, September 26 - Thursday September 30, 2021.

The Association says that it is closely monitoring the development of the health and travel environment, but that it has informed its members and exhibitors about the dates and will release full details of the event in due course.

"Despite the unprecedented circumstances our industry continues to face, TFWA will continue preparations for the world event the global duty free and travel retail industry cannot wait to attend," said the announcement.

"We're delighted to confirm our preparations to ensure the TFWA World Exhibition & Conference can return later this year. It has been great to see the early excitement among our members and exhibitors around our return to Cannes, and we're looking forward to telling you all more about this exciting event in the coming months," noted **TFWA President Jaya Singh**.

TFWA sent exhibitors and members booth and pricing information last week.

Most companies *TMI* has spoken to are cautiously optimistic that the event can take place in Cannes this year as vaccines begin to roll out worldwide.

In more news from TFWA, Jaya Singh said that TFWA is widening its representation within its affiliate trade associations to better share the diversity and expertise of its Board members. A more coordinated approach with other associations will ensure that TFWA plays its part to enable the industry to speak with one voice and with a common purpose, said Singh, as the industry's associations work together to highlight its value across global and local economies.

As a result TFWA President **Jaya Singh** will represent TFWA at the **Duty Free World Council Board**; TFWA VP Finance **Frédéric Garcia-Pelayo** will represent TFWA at the **MEADFA Board**; TFWA VP Commercial **Donatienne de Fontaines-Guillaume** will represent TFWA at the **ETRC Board**; and TFWA VP Corporate **Sam Gerber** will represent TFWA at the **APTRA Board**.





Royal Caribbean Group to sell its Azamara brand to Sycamore Partners

Royal Caribbean Group has signed an agreement to sell its Azamara brand to Sycamore Partners, a private equity firm, for \$201 million.

Sycamore Partners will acquire the entire Azamara brand, including its three-ship fleet and associated intellectual property.

The transaction is expected to close in the first quarter of 2021.

Sycamore Partners is a private equity firm based in New York that specializes in consumer, distribution and retail-related investments and currently has about \$10 billion in aggregate committed capital.

Royal Caribbean says that the transaction allows it to focus on expanding its Royal Caribbean International, Celebrity Cruises and Silversea brands.

“Our strategy has evolved into placing more of our resources behind three global brands, Royal Caribbean International, Celebrity Cruises and Silversea, and working to grow them as we emerge from this unprecedented period,” said Richard D. Fain, Chairman and CEO of Royal Caribbean Group.

“Even so, Azamara remains a strong brand with its own tremendous potential for growth, and Sycamore’s track record demonstrates that they will be good stewards of what the Azamara team has built over the past 13 years,” he added.

“We are pleased that Royal Caribbean Group has entrusted Sycamore to support Azamara in its next phase of growth,” said Stefan Kaluzny, Managing Director of Sycamore Partners.

Azamara’s operations will remain consistent under the new arrangement, and Royal Caribbean Group will work in close collaboration on a seamless transition for Azamara employees, customers and other stakeholders. In conjunction with the transaction, Azamara Chief Operating Officer Carol Cabezas has been appointed President of the brand.

The transaction will result in a one-time, non-cash impairment charge of approximately \$170 million. The sale of Azamara is not expected to have a material impact on Royal Caribbean Group’s future financial results.

Princess Cruises sells its “Love Boat”

Princess Cruises announced on January 21, that it sold its “Love Boat”-style *Pacific Princess* to an undisclosed buyer. The sale of the cruise ship is in line with parent company Carnival Corporation’s plan to accelerate the removal of less efficient ships from its fleet.

Pacific Princess first joined the cruise line’s fleet in 2002, and originally entered service in 1999 as R3 for Renaissance Cruises. The boutique-style ship offered an intimate cruising environment, with a total of just 670 passengers, but incorporated many of the dining and entertainment options available on the cruise line’s larger cruise vessels.

A favorite of many loyal Princess guests, *Pacific Princess* sailed more than 1.6 million nautical miles, 11 world cruises and

offered itineraries to destinations all over the world.

In fact, *The Love Boat’s* “Captain Stubing” and Princess Cruises Ambassador Gavin MacLeod was on the ship’s navigation bridge as the ship sailed under the Golden Gate Bridge for the first time to kick off the inaugural season sailing to Alaska from San Francisco in May 2003.



CLIA names MSC Cruises’ Pierfrancesco Vago as Global Chairman



MSC Cruises Executive Chairman Pierfrancesco Vago, has been appointed to a two-year term as Global Chairman of Cruise Lines International Association (CLIA).

Vago will be the first European to serve in the role of CLIA Global Chairman, although he previously served as Chairman of CLIA Europe in 2014.

Vago succeeds Adam Goldstein, who recently completed his second term as Global Chairman of CLIA, and will remain busy with his work and involvement in several technology startups and non-profit organizations.

“Mr. Vago is a visionary leader within the global cruise community. We will benefit tremendously from his ideas, insights, and direction as we look to overcome the impacts of the COVID-19 pandemic and support the restart of the cruise industry internationally and in the United States in parti-

cular,” said CLIA president and CEO Kelly Craighead.

Vago served as CEO of Geneva-based MSC Cruises from 2003 to 2013, during which time the company experienced over 800% growth. As Executive Chairman, he continues to propel MSC’s growth, cementing its position as one of the largest providers of cruise vacations in the world.

“This is a highly critical juncture for our industry globally,” said Vago.

“With over 200 sailings that have taken place since last summer in various markets around the world, all with strict measures in place to promote public health, we have proven that a return to cruising is possible.

“I look forward to working with CLIA leadership and our partners in the industry to continue down this path and help secure a vibrant future for all who depend on it.”

Vago assumes the position of CLIA Global Chairman following an unprecedented year for the cruise industry and the entire travel sector, said CLIA in its announcement.

The Association says that its members remain focused on continuing to advance the resumption of cruising around the world as well as building upon its ongoing commitment to environmental sustainability.

Carnival cancels more cruises, sees further delay of *Mardi Gras* launch

With the upsurge in new COVID-19 cases in the U.S. and Europe, the major cruise lines are delaying the start of many itineraries.

Carnival Cruise Line has again moved the start date for its new *Mardi Gras* ship from Port Canaveral, with the first cruise now set for May 29, 2021.

The cruise line announced additional cruise cancellations, extending its pause in U.S. departures through April 30, 2021, and cancelling Australian operations through May 19, 2021.

In addition, Carnival has cancelled the European itineraries for *Carnival Legend* which were to begin this May through Oct. 31, 2021.

“... unfortunately we have determined it’s going to take a while longer, and the situation in Europe will also impact *Mardi Gras’* departure to the U.S., and *Carnival Legend’s* itineraries in Europe,” said Christine Duffy, president of Carnival Cruise Line.

Brexit delivers significant new potential market for UK and EU duty free business

According to the latest report from Swiss research agency m1nd-set, there might be a silver lining emerging from the confusion and crisis of the last year—in this case from Brexit.

m1nd-set reports that the number of travelers eligible to purchase duty free goods at European and British airports could increase by over 60%, following changes in British and EU regulations at the end of the Brexit transition period on January 1, 2021.

In a special post-Brexit analysis study, m1nd-set assesses the impact of the return of duty free allowances on excise goods for travelers between EU countries and the UK.

The research analyses the potential gains in terms of passenger numbers market by market, focusing on the major airports and highlighting the individual gains in passenger numbers eligible to purchase duty free goods when traveling between the UK and each respective EU market before and post Brexit.

Using its proprietary Business Intelligence Service (BIS), m1nd-set measures the volume of duty-exempt passengers departing from any of the 1500 airports covered in BIS, based on their unique flight path.

British and European airports will see a potential increase of 156

million eligible customers into their stores, as of January 2021; these are essentially travelers between the UK and EU countries who were previously not eligible to purchase excise goods duty free at airports on departure or arrival.

The UK will benefit the most from the return of duty free alcohol and tobacco sales between the EU and UK with an additional 78.7 million additional eligible travelers. The other top-ten markets set to benefit include Spain, Italy, Germany, Ireland, France, the Netherlands, Portugal, Poland and Greece.

The total number of additional eligible potential duty free shoppers across Spain's airports is estimated at 16.5 million. Italy will see just below 8 million additional shoppers eligible to purchase duty free products; Germany will have 7.3 million additional eligible duty free shoppers; with the Republic of Ireland seeing more than 6.6 million eligible new shoppers.

Rounding out the top ten markets, French airports will see an increase of 5.87 million passengers eligible to purchase duty free, the Netherlands +5.77 million, Portugal +4.09 million, Poland +4.02 million and Greece, +3.47 million.

For more information, contact m1nd-set: info@m1nd-set.com.

Grab renames/rebrands itself as Servy

Airport e-commerce platform Grab is renaming the core area of its business Servy: the enterprise self-service platform for hospitality.

The Grab Airport Marketplace and Grab app will remain crucial offerings under the broader Servy umbrella of solutions.

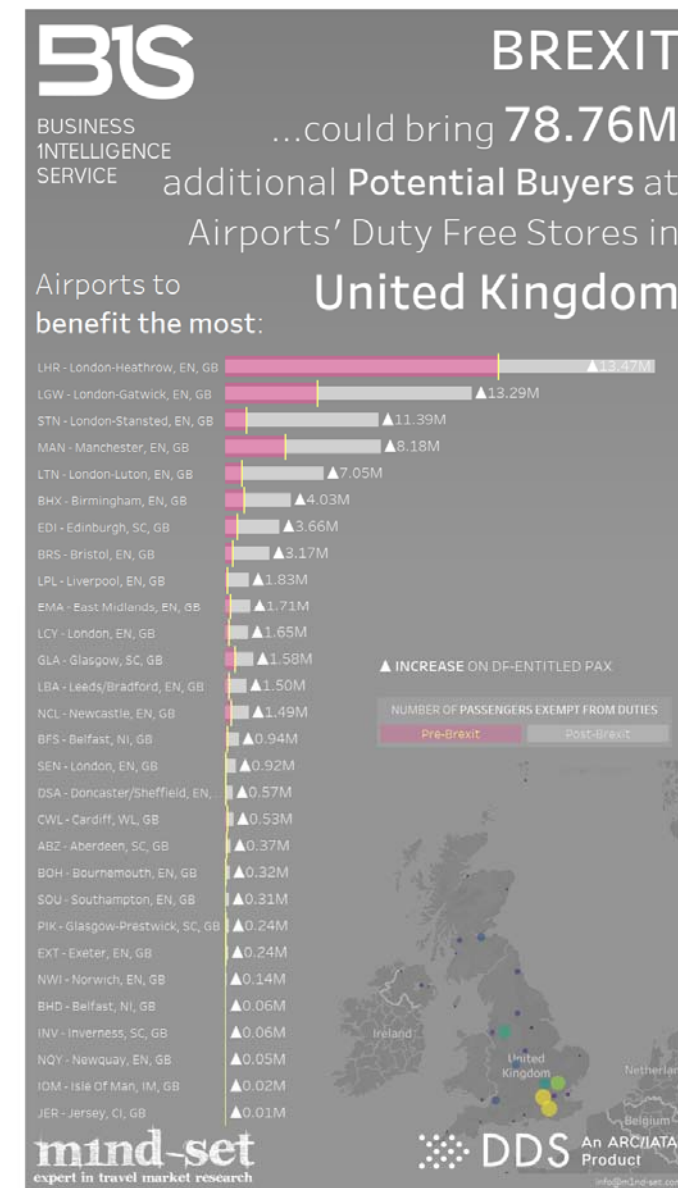
The rebrand to Servy reflects the natural evolution of the company, which now provides more than the ability to grab food on the go at the airport, says the company.

Founded in 2014 as an airport mobile ordering app for food and

beverage, Grab has now processed more than six million transactions across the globe.

Over the years, Grab, now Servy, has innovated and expanded its product line and now offers a comprehensive portfolio of self-service solutions for all areas of hospitality, branching into new avenues such as street-side restaurants, venues and arenas, hotels and resorts and enterprise food service.

In addition to its airport marketplace, Servy will continue to provide three core products to enhance the guest experience and



reduce high-touch service aspects across hospitality: QR/NFC-based Order@, allowing guests to order and pay from their own device without an app; Servy Marketplace, combining multiple dining and retail options in one user interface, accessible from the user's mobile device; and Self-Service Kiosks, enabling self-order and self-checkout guest experiences across a variety of hardware options.

Mark Bergsrud, CEO of Servy, said: "We're incredibly proud of

the progress the company has made over the last five years, having become the world's leading airport e-commerce platform. Starting with our launch at Hartsfield-Jackson Atlanta International Airport in 2015, we've built a network of meaningful partnerships across the industry with hospitality operators, airports, airlines and distribution channels. The rebrand to Servy signals and supports further expansion across the business and beyond airports."



TR specialist agency FILTR honored as a Top 20 Enterprise startup in Asia Pacific for its digital capability

Congratulations to FILTR, the global integrated marketing and design agency for travel retail formed by Alex Cook, which was recently named one of the *Top 20 Enterprise Startups 2020* by leading technology magazine, *APAC CIO Outlook*.

The award recognises FILTR's pioneering, integrated technology approach to virtual events and the acceleration of its enhanced digital capabilities, highlighted by its key role in the recent **The Moodie Davitt Report Travel Retail Virtual Expo** and Aircraft Commerce Virtual Expo.

FILTR is the sole creative agency to appear in the 2020 list. The annual hall of fame is compiled by *CIO Outlook*'s editorial team to assist Chief Information Officers, Chief Technology Officers and Chief Experience Officers at leading companies to identify emerging leaders and service providers in the dynamic digital technology, experience and data landscape.

In August 2020, FILTR merged with fellow creative agency QINGWA to form a new global agency network with a 55-person strong team across Singapore, Hong Kong, Paris and London.

Alex Cook, Managing Director of FILTR, commented: "I had

always considered our agency's specialism in Travel Retail as our biggest strength. COVID-19 flipped that notion on its head almost overnight. We had to evolve quickly, and necessity was a powerful catalyst. I couldn't be more proud of the FILTR team for embracing change and rapidly developing our digital expertise. For our transformational efforts to get noticed in the technology sector and to be recognized by *APAC CIO Outlook* magazine is incredible."

Cook notes that FILTR's dynamic pivot into the virtual expo space was made in response to the toll taken on its core business in Travel Retail by the COVID-19 pandemic. With a number of key industry events cancelled, *The Moodie Davitt Report* and FILTR collaborated to host the groundbreaking Virtual Travel Retail Expo – providing a unique platform for networking, connectivity and thought leadership in the channel.

Attracting over 4,300 unique visitors from the biggest names among airports, cruise-lines, airlines, retailers and brands in its maiden year, the inaugural Virtual Travel Retail Expo grew into one of the largest travel retail trade-show gatherings ever held in the physical or virtual space.

In addition to its role as the master creative and digital programming force behind the five-day live event, FILTR also applied its design, communications and client service expertise to help brands such as Shiseido, Puig, Clarins, Diageo, Camus and JTI to create bespoke virtual stand experiences using immersive 360° VR technology and other applications.

FILTR and *The Moodie Davitt Report* are now collaborating on virtual events in 2021 across a variety of sectors and geographies, including the **Virtual Summit of the Americas** in partnership with **International Association of Airport Duty Free Stores (IAADFS)** and **Asociación Sudamericana de Tiendas Libres (ASUTIL)**, and Beauty Tech Live in partnership with leading beauty title *BW Confidential*.

Published from the global hub of technology, Silicon Valley, *APAC CIO Outlook* is designed to connect senior practitioners in the enterprise IT community across Asia Pacific – a growing hub for startups. Now in its fourth year, the annual *Top Enterprise Startups* program lists the leading startup companies that are transforming business operations and processes at the convergence of several disruptive technologies.

Pernod Ricard expands lower-ABV portfolio with Ballantine's Light and Beefeater Light

Pernod Ricard has released two new lower alcohol expressions from Ballantine's and Beefeater in response to consumers wanting to cut down their alcohol consumption.

Ballantine's Light and **Beefeater Light** are 20% ABV spirit drinks with half the alcohol of the original Ballantine's and Beefeater variants.

The new lower-ABV spirits are launching exclusively in Spain this month. Spain is a key market for both Beefeater and Ballantine's and one of the biggest markets in Europe for the no/low alcohol category, with at least 50% of bars and restaurants having no- or lower-alcohol options on their menus. In Spain, 54% of consumers are reducing or considering reducing their alcohol consumption, to support a more balanced lifestyle.

Ballantine's Light was crafted after experimentation with different whisky bases and additional flavors by the Chivas Brothers blending team led by Ballantine's Master Blender, Sandy Hyslop. It is designed to be enjoyed in the same way as the full-strength Scotch – whether neat, on the rocks, or in a cocktail.

Beefeater Light is an all-natural, gin-inspired spirit containing the same nine botanicals used for Beefeater London Dry, crafted by Master Distiller Desmond Payne MBE. The expression launches alongside a new bottle design inspired by Beefeater's authentic London heritage, and features key enhancements such as a new bottle shape, modelled on the iconic London brick.

Ballantine's Light and Beefeater Light will be exclusively available in Spain from January 2021, with an RSP of €12.45 and €13.55 respectively.

ASIA PACIFIC:

APTRA and

The Moodie Davitt Report announce webinar series

The Asia Pacific Travel Retail Association has launched a regional webinar series for 2021 in association with *The Moodie Davitt Report*.

The APAC Dialogue will feature a rolling set of one-day programs every two months, each dedicated to a different theme, region or country. Each edition will be free of charge to delegates, with revenue generation coming from selective high-profile sponsorship opportunities. The first event will be held in early March 2021.

"Never has APTRA's role – built around the strategic pillars of Advocacy, Networking & Knowledge – been more critical," said APTRA President **Sunil Tuli**. "At a time of profound change in the global travel retail and airport commercial revenues sectors, we need a platform to network, to share our reports, and to drive recovery in the sector through information sharing.

Tuli said that event sponsorship will allow APTRA to step up its vital work on behalf of the industry.

"Since the COVID-19 crisis began, we have concentrated on increasing our advocacy work; supporting the industry on appeals for relief; developing protocols that enable travel retail to re-open; and playing a key role in urging a cohesive direction from APAC aviation and governmental bodies on removing quarantines and implementing coherent testing regimes," he said.

The Moodie Davitt Report Chairman **Martin Moodie** said, "We are honored to work with APTRA, which has proven such a proactive association throughout the crisis. Each market in Asia Pacific has its own characteristics, challenges, opportunities and players, and by creating a series of curated events we can address the specific needs of various travel retail communities in a way that has never been done before."

Shiseido Travel Retail celebrates with Lunar New Year collection

Shiseido Travel Retail is welcoming the Lunar New Year with bestsellers from SHISEIDO, Clé de Peau Beauté, ELIXIR, ANESSA, NARS, and Laura Mercier, dressing each of them in limited-edition red and gold packaging to reflect the symbolism and traditions of the festive season.

The assortment includes a wide range of products, including serums, setting powders, eyeshadows and moisturizers, and are now available in selected regions in travel retail globally.

Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail commented: "The arrival of the Spring Festival signifies new beginnings and possibilities, and we have carefully curated and reimagined our best-sellers to reflect this aspiration of a

The limited-edition collection includes SHISEIDO Ultimune Power Infusing Concentrate, 100ml and SHISEIDO Vital Perfection Uplifting and Firming Cream, 50ml.

Shiseido Travel Retail is supporting the launch with a 360° digital campaign to drive awareness and traffic to China Duty Free Group's (CDFG) online store and counters on Hainan Island.

The program includes a game on WeChat called Discover Your Fortune with SHISEIDO. It invites users to 'strike' open destination-themed fortune cookies to reveal a lucky animal or symbol and a blessing for the new year.

The SHISEIDO Blooming New Year Collection is available now in Travel Retail Asia Pacific, Japan and Americas.



Laura Mercier – Lunar New Year 2021

Laura Mercier's Lunar New Year collection sees its bestsellers dressed in red and gold. The range includes: Translucent Loose Setting Powder with Puff; Rouge Essentiel Silky Crème Lipstick in new shade, Lucky Rouge; and Flawless Lumière Radiance-Perfecting Cushion.

Available now in Travel Retail Asia Pacific and Americas (assortment may differ across regions).



Sense of Place: Designed to represent six travel destinations, each SHISEIDO fortune cookie opens to reveal a lucky animal or symbol representing its respective location. Left-right: elephant from Thailand; peach blossoms from Korea; Merlion from Singapore; Ox from China (mainland); Magpie from China (Hong Kong, Macau and Taiwan); and Daruma doll from Japan.

fresh start. In these uniquely difficult times, we hope the range will inspire joy in our consumers as they usher in the Year of the Ox with renewed strength, resilience and positivity for a better year ahead."

Among the products in the collection that will be available in the Americas, are:

SHISEIDO –Blooming New Year

SHISEIDO has redesigned two of its bestsellers to reflect new beginnings of the new year. Inspired by the art of calligraphy, the brand is adorned with imagery of blooming flowers and brush strokes on the festive packaging.

Clé de Peau Beauté - New Year's Radiance

Clé de Peau Beauté has dressed its travel retail exclusive 100ml jumbo-sized The Serum in red and gold packaging, highlighted by gold floral motifs and red paper fans designed in collaboration with paper artist Helen Musselwhite.

This limited-edition The Serum is available in Travel Retail Japan from January 21, and in Travel Retail Asia Pacific and Travel Retail Americas from February.

Shiseido Travel Retail's Lunar New Year Collection also includes limited editions from the ELIXIR and ANESSA brands available in TRAP and Japan; and a NARS In Bloom makeup collection in TRAP.



Estée Lauder introduces New Re-Nutriv Ultimate Diamond Transformative Eye Serum



Estée Lauder has revealed its **New Re-Nutriv Ultimate Diamond Transformative Eye Serum**, described as a whisper-light eye serum that results in a more sculpted look for eyes. The eye serum also makes the skin around the eyes look more a tightened, less puffy, and less lined.

The Eye Serum features Re-Nutriv's most advanced youth-sustaining technology, and is infused with Re-Nutriv's skin-energizing Black Diamond Truffle Extract.

The product works under eyes, on the outer eye and hydrates and firms the overall eye area, as it evens skintone.

It is designed to be used together with the accompanying cooling Sculpted Ceramic Eye Wand massage tool.

In vitro testing by Estée Lauder Research showed that Black Diamond Truffle Extract – nearly 10,000 hours in the making -- helped boost natural skin cell energy and it helped increase natural skin cell survival when exposed to intense stress from UV, reports the company.

French fashion muse Bianca Brandolini d'Adda is the brand's global Re-Nutriv Ambassador.

New Re-Nutriv Ultimate Diamond Transformative Eye Serum is now available in select downtown duty free and airport boutiques in the APAC and EMEA regions, and will be available soon in the Americas region.


SHISEIDO Miami

has immediate openings for the following positions:

**Commercial Assistant/Market Coordinator
(based in the Miami office)**

Position is responsible for the processing and follow-up of orders, customer service, as well as assisting Area Managers with day to day tasks and various projects.

The ideal candidate is fluent in English and Spanish (French, a plus).

Must possess exceptional customer service, organizational skills and strong proficiency of all MS Office applications, mainly Excel. SAP knowledge is a plus.

Use reference "MC-NAM2021" when submitting resume.

**Two Account Executives/Retail Managers - South America
(1 based in Brazil; 1 based in Argentina)**

Responsibilities include developing sell-out figures for our cosmetics and fragrance brands through the supervision of Beauty Consultants and implementation of the brands' merchandising and promotion guidelines.

Experience in retail sales is a plus.

Must be fluent in English and Spanish.

For the position based in Brazil, Portuguese is also a must.

Candidates must have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry, have strong analytical skills and be proficient in Excel.

50-60% travel required throughout South America.

Use reference "RM-SAM2021" when submitting resume.

Applicants please send resumes to:
gcamplani@sac.shiseido.com
 or srojas@sac.shiseido.com

**Refreshed Traveler rollouts the Travel
Safety Kit™ - Sold by major U.S. and
Canadian retailers, proceeds are given to
charity helping youth affected by suicide**



Refreshed Traveler's Travel Safety Kit II

Refreshed Traveler, inventor of the Travel Safety Kit, is now targeting travel venues with its affordable product line aimed at helping travelers protect themselves from COVID-19 and other infections while on the go.

The TSA-compliant travel safety kits, which feature a range of personal health and wellness products, are manufactured at the brand's Florida-based warehouse and sold both online and at big-box retailers including Target and Bed, Bath and Beyond stores in both the U.S. and Canada.

Airport and travel venues are next on the launch agenda, company founder Peter T. Cook tells *TMI*.

The original kit pre-dates the current pandemic, since Cook came up with the concept of the brand while he was traveling in 2018. During his trip he caught a cold and discovered at multiple airports that no convenient grab & go safety kits existed, which led him to create the first Travel Safety Kit™.

Part of the company mission is to give back, and proceeds from the brand's profits are donated to the Largest Heart, a 501c3 charity Cook founded to raise funds for suicide awareness and helping those who have lost family to its devastating impact.

Cook says that Refreshed Traveler kits currently contain the market's only individually wrapped 4-ply carbon filter face masks, which reflects the brand's quality. The Travel Safety Kit™ includes a TSA compliant clear zipper bag, 1) 4-ply carbon filter face mask individually wrapped, 2 fl. oz. antibacterial hand sanitizer with Aloe, (10) antibacterial Wet Wipes, and (10) 3-ply facial tissues.

Kits range in price from \$9.95 to \$24.95 (USD) or individual items may be purchased separately online. All kits are assembled and packaged at Refreshed Traveler's U.S. headquarters based in Apopka, Florida, where 16 people are employed.

In less than one year, Refreshed Traveler's sales for the Travel Safety Kit™ has exploded by 10,000%, a result of high quality products and being first to market in the U.S. and Canada before the pandemic in 2020 occurred. Proceeds from Refreshed Traveler's kits are donated to the charity, [Largest Heart](#), a 501c3, which sponsor youths impacted by a family member's suicide. www.refreshedtraveler.com