

BE RELAX

Wellness and Health Perspectives for
Electronics and Travel Accessories
in Travel Retail

WELLNESS IS PART OF OUR DNA

IN OUR SPAS

We are offering massage, nails and beauty services in a premium decor. Our therapists are dedicated in creating an unforgettable moment for each passenger.



WITHIN OUR DISTRIBUTION NETWORK

BE RELAX has developed a series of unique products for travel wellness that we distribute outside of our own shops through Travel Retail Partners all around the world.



A GLOBAL BRAND



+35

Spas

+500

Partner Stores

+45

Countries

A UNIQUE EXPERTISE OF WELLNESS IN FLIGHT

Because a good pillow can save you from a painful flight, we offer an innovative range of travel accessories designed with passenger comfort in mind.

We also develop an extensive selection of beauty devices and massagers so that customers can continue their journey toward self-care even after they leave our spa.

Uniting a sense of ultimate comfort with a perfect style, they are designed to enhance passenger's journey and recovery.

Designed in France

Ergonomic Shapes

Natural Feel Fabric

Unique Wellness Features



KEY TRENDS



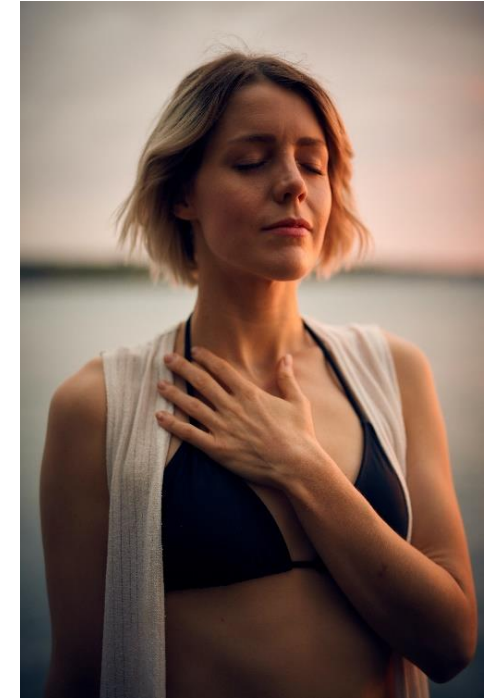
Sustainability/Organic

- What materials are used
- Where it is produced
- Durability
- Travel consciously



Wellbeing

- Me-time
- Massage, face care
- Sport
- Travel
- Meditation apps



Prioritizing your health

- Better sleep
- Better body care
- Watching what you eat and drink
- Vitamins and nutrition
- Global Physio concern materials
- Stress-reducing activities

APPEALING PRODUCTS FOR MODERN TRAVELERS

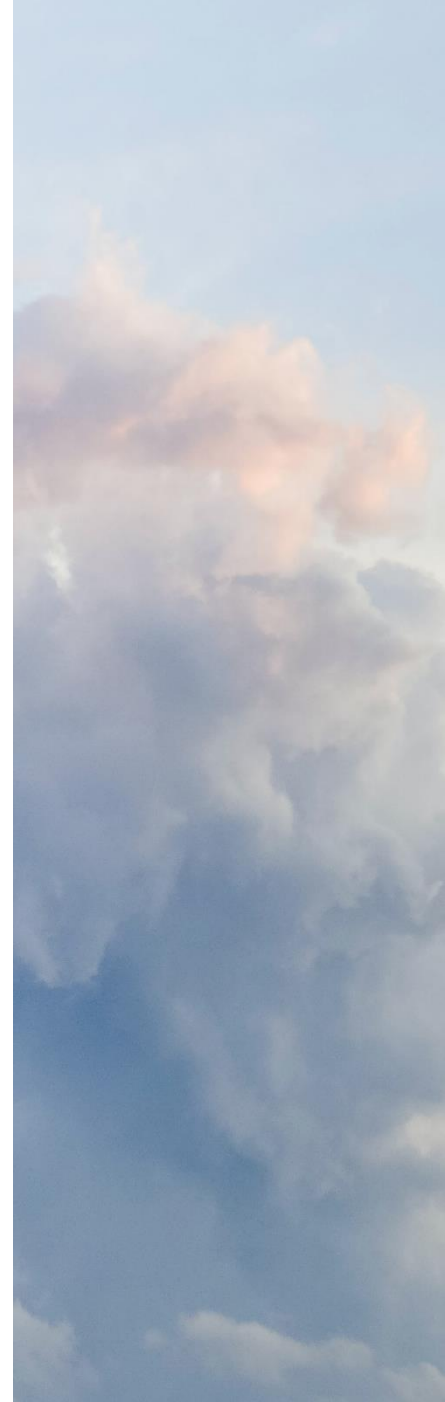
- On the service side
 - The pandemic had an unprecedented challenge to physical and mental health
 - Wellness became a priority
 - Holistic approach to wellbeing
 - Face care popularity (no more masks)

- On the product side
 - Sustainable/organic products: material choice, reusable, brand engagement
 - Products that are more versatile: 3in1, flexible, compatible
 - Connected products: apps, connectivity with phone = personalization, such as our new Eye Massager
 - Products with experience: fragrance, sound, virtual reality
 - Personalised health trackers and dedicated programme to individuals
 - Wellness functions integrated



STAYING AHEAD: OUR ADAPTATION STRATEGY

- Listening to our valuable customers on various continents: in-store surveys, polls, and social media community.
- Adapting our offer for different regions and watching out for the local trends. Again, personalization is the key.
- Part of the strategy is also traveling, listening, and keeping our eyes open!
- Internal brainstorming sessions with all our departments on what could be new products for various regions.





THANK YOU

STAY
IN TOUCH



BE RELAX



BE RELAX_SPA

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