Cathay Pacific offers new amenity kits for business class travellers

By **Tanya Filippelli** on October, 17 2013 | Catering

Cathay Pacific Airways has unveiled its new range of amenity kits for long-haul business class travellers featuring products from Jurlique, a renowned Australian natural skincare brand. Signature products such as day cream, citrus hand cream and lip care balm will be offered.

The products are packed in a pouch exclusively designed by agnès b., with whom Cathay Pacific has partnered since 2007.

“We are very excited about this collaboration. Jurlique has been investing in natural skincare science for many years and we think they are a great fit with our brand and our desire to provide our passengers with the very best inflight experience,” said Toby Smith, Cathay Pacific's General Manager, Product.

In addition to the Jurlique products, the amenity kit also includes socks, an eyeshade, earplugs, a dental kit and a shoehorn (for male amenity kits only). The disposable toothbrush and shoehorn are made mainly from corn starch and cellulose - biodegradable, recyclable materials that use fewer resources in the production process demonstrating Cathay Pacific’s commitment to social and environmental responsibility.

Business Class Male Amenity Kit
agnès b. pouch
Jurlique Balancing Day Care Cream (for outbound flights)
Jurlique Moisture Replenishing Day Cream (for inbound flights)
Jurlique Citrus Hand Cream
Jurlique Lip Care Balm
agnès b. toothbrush, eyeshade and shoe horn
toothpaste, earplugs and socks

Business Class Female Amenity Kit
agnès b. pouch
Jurlique Balancing Day Care Cream (for outbound flights)
Jurlique Moisture Replenishing Day Cream (for inbound flights)
Jurlique Citrus Hand Cream
Jurlique Lip Care Balm
agnès b. toothbrush and eyeshade
toothpaste, earplugs, socks and cotton pads

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