

# New Air Canada Business Class amenity kits to feature luxury Italian brand



The kit will contain luxury Acqua Di Parma bath and body products including Colonia Hand Cream and Lip Balm for inflight hydration

All [Air Canada](#) Signature Class passengers on international flights will get to experience a new range of amenity kits from [Acqua di Parma](#) this month thanks to a partnership created by [Buzz](#).

Designed to be a functional and reusable amenity travel bag for the premium cabin, the elongated-shaped travel case features Acqua di Parma's signature yellow color. According to the November 14 release, the kit will contain luxury Acqua Di Parma bath and body products including Colonia Hand Cream and Lip Balm for inflight hydration, an oversized eye mask, socks, a dental kit, glasses cloth, and 3M earplugs.

"We're delighted to present Acqua di Parma's iconic, sophisticated and refined items to our global customers," said Jacqueline Harkness, Senior Director - Product, at Air Canada.

The new kits and totes were designed with sustainability in mind. With the intention of significantly minimizing single-use plastics, paper packaging has been used wherever possible. The dental kit includes a toothbrush made using a cornstarch blend and the Premium Economy tote bag is made using 100% recycled materials.

“This is a collaboration of value that allows us to bring Italian warmth and refined lifestyle all over the world,” Enrico Sorenti, Acqua di Parma International Sales Director said.