

Emirates updates United For Wildlife Premium Economy and Economy amenity kits



The Premium Economy kit

[Emirates](#) has partnered with The Royal Foundation's [United for Wildlife](#) to design and produce a collectible range of new complimentary amenity kits for its Premium Economy and Economy Class passengers on long haul flights globally.

Founded by HRH Prince William and The Royal Foundation in 2014, United for Wildlife aims to make it impossible for traffickers to transport, finance or profit from illegal wildlife products. The pouches incorporate bio-based materials including cactus celebrate the diverse wildlife of the world, in four natural environments: the sea, sky, forest and desert.

For the first time since its introduction in 2021, Emirates' Premium Economy class will have its own unique amenity kit bag with a handy wrist strap and filled with travel wellness products. The travel and wellness essentials inside include soft socks, eyeshades, earplugs, a Colgate dental kit, and [Aveda](#) lip balm, hand relief moisturizing cream, and hydrating face lotion. The socks and eyeshades are made from 100% recycled post- consumer polyester, while the story card and ear plugs packaging are made from paper sourced from responsibly managed forests.

Available on overnight flights of longer duration, each collectible kit bag highlights endangered species through hand drawn artwork, as well as on a card inside which tells the story of the creature

highlighted – from pangolins, glass frogs, chimpanzees, Bengal tigers, Asian black bears, totoabas, small-clawed otters, manta rays, green sea turtles, geckos, peregrine falcons, red sand boas, fennec foxes, African grey parrots, painted bats, straw-headed bulbul and Cape vultures.

Emirates new Economy Class kit bags also contain soft socks, eyeshades, earplugs and a Colgate dental kit. Animals highlighted include Arabian gazelles, Arabian oryx, blue sharks, Western gorillas, gibbons, Bornean orangutan, Bengal tigers, Asian black bears, small-clawed otters, manta rays, green sea turtles, peregrine falcons, fennec foxes, African grey parrots, and Cape vultures.

Passenger can learn more about HRH Prince William and The Royal Foundation's United for Wildlife by watching the series '*Guardians*' on Emirates' inflight entertainment system, as it spotlights the "unsung heroes and wildlife rangers who risk everything to protect the natural world."

According to the airline, its ongoing partnership with United for Wildlife reflects a deep commitment to the prevention of illegal trade of wildlife and wildlife products, a core pillar of the Emirates Environmental Sustainability Framework.

Emirates is actively involved in the fight against illegal wildlife trafficking and exploitation and is a member of the United for Wildlife Transport Taskforce. Emirates has zero tolerance towards the illegal trade of wildlife and wildlife products and its freight arm, Emirates SkyCargo, has implemented a complete ban on hunting trophies of elephants, rhinoceros, lions and tigers.

In June 2023, Emirates reinforced its commitment to environmentally responsible practices by achieving IATA Environmental Assessment (IEnvA) Stage One and the IEnvA Illegal Wildlife Trade module certifications.



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