

Guest column: The Future of Beauty and Wellness Onboard



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The future of onboard amenities is moving beyond the traditional eye mask, moisturizer and lip balm. As passengers become more informed about skincare, wellness and the effects of air travel, expectations are shifting towards products with clearer benefits and greater relevance to the journey.

The beauty industry is evolving rapidly, driven by high-performing formulations, innovative delivery systems and a growing focus on visible results. For airlines, this creates an opportunity to rethink the amenity kit as a curated beauty and wellness experience rather than simply a collection of travel essentials.

Interpreting these developments for aviation requires an understanding of both consumer beauty trends and the practical realities of the cabin. At [PTP](#), this combined perspective helps us identify which ideas have genuine onboard potential and translate them into considered, travel-ready solutions.



Sonagi Drop of Gold Premium Hydrogel Eye Mask is designed to moisturize and soothe the under-eye area

From skincare to targeted skin solutions

One of the most significant developments in beauty is targeted skincare delivery: formats designed to place active ingredients exactly where they are needed. Their relevance onboard lies in combining focused benefits with simple, controlled application.

Infused sheet masks, targeted patches and encapsulated technologies are gaining attention because they can be convenient, precise and relatively mess-free. The challenge is determining which technologies can be adapted effectively for airline use.

An under-eye patch, for example, can feel more purposeful than a conventional cream. However, suitability onboard depends on formulation, application, packaging, portion size and clear passenger instructions—not novelty alone.

The most successful formats will feel designed for the journey rather than repackaged as travel-sized minis. This is an area where informed product selection and development can add meaningful value.

Bringing treatment-inspired beauty onboard

Products inspired by professional skincare treatments are increasingly being translated into accessible, less invasive formats for everyday use. This movement has clear potential for aviation when the desired beauty outcome is balanced against the operational realities of the cabin.

From brightening and plumping to resurfacing and recovery, consumers are showing greater interest

in treatment-led experiences. The strongest onboard concepts will select benefits according to the route, cabin and passenger profile rather than follow trends indiscriminately.

The traditional idea of a “spa in the sky” could therefore evolve into something more credible: a concise treatment experience designed around a specific point in the journey.

On an overnight flight, for example, a sleep-focused skin-reset ritual could combine targeted patches with barrier-supporting and recovery-focused formulations as one coherent experience.

The opportunity is to capture some of the efficacy and theatre associated with professional treatments while ensuring every element remains safe, intuitive, practical and travel-friendly.

Developing such an offer requires coordinated expertise across airline strategy, beauty-brand collaboration, formulation, format, packaging and presentation. PTP brings these disciplines together from initial concept through to the finished onboard product.

Texture becomes part of the experience

Innovation is not only about ingredients. The way a product looks, feels and transforms can be equally important in shaping passenger perception.

Balm-to-oil, gel-to-water, jelly and whipped formulations are creating new sensorial experiences in beauty. For onboard use, these textures must also perform reliably, remain intuitive and suit the constraints of the cabin.

For premium airlines, a transforming texture can create a memorable moment of discovery and indulgence. The strongest concepts combine this sensory appeal with genuine ease of use and practical value.

These details distinguish a product from a designed experience. Considered carefully, they can make an amenity a meaningful part of the journey and a subtle expression of the airline brand.

The skin barrier takes centre stage

One of the most relevant skincare shifts for aviation is the growing focus on the skin barrier.

Low cabin humidity and extended time in a dry, pressurised environment can leave skin feeling dehydrated, tight and uncomfortable. Meanwhile, consumers increasingly understand that maintaining healthy-looking skin depends on protecting and supporting the barrier—not simply adding more active ingredients.

This gives onboard skincare a clearer and more credible purpose.

An amenity ritual can be built around three passenger-relevant functions: protect, replenish and restore.

Effective solutions must balance performance with pack size, application, practicality, passenger comfort and brand presentation. Understanding both the beauty market and the aircraft environment is therefore essential.



Sonagi Drop of Gold under-eye patches offer a targeted skincare format for onboard beauty and wellness amenities

Where does onboard beauty go next?

The future of onboard amenities is not necessarily about giving passengers more. It is about offering smarter, more relevant solutions that respond to the distinctive conditions and rhythms of air travel.

The next generation of amenity kits could bring together targeted skincare, treatment-inspired formats, sensorial textures and cabin-specific formulations, tailored to the airline, route and passenger.

Achieving this requires an end-to-end view: connecting consumer and beauty trends with airline objectives, then translating them into products that balance performance, practicality and passenger experience.

Ready to redefine your next amenity programme? PTP combines trend intelligence, airline expertise, beauty partnerships and end-to-end product development to turn emerging ideas into distinctive, cabin-ready experiences. Talk to PTP today to explore how we can create the next generation of beauty and wellness amenities for your passengers.

Plane Talking Products is a supplier of inflight products to the global aviation sector. With over 35 years of experience, we have been supplying a wide range of textiles, meal service equipment, amenities and crew items to airlines all over the world – on time, every time.

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