

JetBlue's refreshed amenity kits



[FORMIA](#) is introducing a refreshed set of amenity kits on board [JetBlue](#). The kits come as part of the airline's transatlantic Core service.

Developed from platinum silicon, a non-toxic, food-grade material, the award-winning reusable compact pouch (first launched in 2021) features a stand-up design with a resealable interlock zipper for passengers to take home and reuse as a travel bag or to keep food fresh.

Mariya Stoyanova, director of product development, JetBlue said in a recent release: "At JetBlue, we are always thinking of new ways our experience can delight customers while travelling, even after their flight has landed. We are excited to continue our partnership with FORMIA to deliver unique and thoughtful amenity kit offerings for our transatlantic Core customers."

The new collection introduces a classic blue pouch and presents a hydrating face and body wipe and lotion from [Skin Proud](#). Two-tone athletic socks made from 100 percent recycled PET fabrics are also in the kit, ensuring JetBlue's transatlantic Core customers "will arrive at their destinations feeling refreshed and re-energized," the release said.

Sales and Business Development Director of FORMIA Americas, Michele Ragonesi, commented in the release: "We are thrilled to continue our partnership with trailblazer JetBlue for their industry-leading, multi-purpose kits and to facilitate their meaningful collaboration with conscious beauty brand, Skin Proud."