

Saudia launches Refresher Wipes inspired by Saudi culture scents



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[Saudia](#) has unveiled a special edition of onboard Refresher Wipes inspired by three scents rooted in the Kingdom's national heritage, developed in partnership with the Ministry of Culture and the Heritage Commission, and in collaboration with Saudi experts.

The initiative aligns with Saudia's objectives to enhance the passenger experience while reflecting Saudi identity across its various services and products, in addition to reinforcing its commitment to strengthening local content.

The Refresher Wipes are being distributed to Guest Class passengers on domestic flights for a limited period, featuring three signature scents inspired by cultural and heritage elements that reflect the richness and diversity of Saudi identity: "Saudi Ardah," "Hasawi Bisht," and "Taif Rose," which is inscribed on UNESCO's Intangible Cultural Heritage list.

The culture-inspired scents were developed in collaboration with Saudi perfumer [Badr Harqan](#), with whom Saudia previously partnered to create signature fragrances for its aircraft cabins and lounges inspired by the citrus essence of AlUla. The packaging of the Refresher Wipes was designed to complement each scent in collaboration with Saudi artist Saleh Alamri.

This initiative comes as part of the ongoing comprehensive development of Saudia's onboard services, aimed at reflecting Saudi identity in ways that meaningfully engage passengers' five senses.