





Warsaw, 15.07.2020

Take on a unique journey through the world of fragrances with the new Luksja shower gels.

Summer is usually the time of travel – both weekend trips to unknown places in Poland, as well as exotic trips to the farthest corners of the world. This year the journeys are different – but thanks to Luksja we can all go on an unforgettable trip this year – without leaving the house. A new and unique fragrance will take you on a journey through the world of fragrances with the new Luxia shower gels from the World of Wonder line.



Now there is no place to go. And travel inspires, learns, allows you to build experiences, but above all to jump away from everyday life. Now we can transfer the best of exotic travels – unique scents of the most beautiful places on earth – to any bathroom, and relax in the shower planning the next trips.





This year, Luksja presents a new line of nurturing, scented shower gels from the World of Wonder line. Unique, intriguing fragrances inspired by the most beautiful places in the world are a sensual stepping stone from everyday life... already in the shower.

The line consists of five unique fragrances:

- the relaxing scent of white cashmere Cotton Clouds & White Cashmere, which makes consumers feel like they are rocking in the delicate clouds of Cappadocia,
- refreshingcitrus scent of Fijian Waterfall & Zesty Bergamot with bergamot, thanks to which we will feel like at the foot of a waterfall in Fiji,
- Exotic scent of juicy papaya Tropical Rainforest & Exotic Papaya, which will take uson a sensual journey to the tropical jungle of Costa Rica,
- Exotic SPA relaxation with the addition of moroccan sunset & golden golden agan oil, which willpamp your senses after a hard day, like the best Moroccan SPA.
- Luxurious, sweet fragrance peoni Polynesian Paradise & Sweet Peony, which will carry everyone to the heavenly beaches of Polynesia, flooded with the last rays of the setting sun.

Perfectly creamy, fragrant foam will envelop the senses and leave a delicate smell on thebody, a unique formula will leave a feeling of moisturized skin. All shower gels are dermatological tested, designed for any type of skin. Modern packaging with graphics referring to any exotic place and bring a colorful element to any bathroom.





PRESS RELEASE



Luxurus shower gels from the World of Wonder line – capacity 500 ml, suggested price 9,49 ZŁ.

Luksja has been present on the Polish market since 1989. During this time, it has become not only one of the most popular cosmetic brands in the country, but also a highly regarded expert in the field of washing and skin care of women and the whole family. Luksja's offer includes high-quality shower gels, bath lotions, ankle and liquid hand soaps. Luxurus is the leader in quantity sales in the domestic market in the category of body wash products*.

Brand Profiles: Facebook Instagram Page

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