

Sqoom squares up to travel-retail

DFNI Exclusive

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Having developed strong positions in German-speaking countries in Europe—including a successful presence in the Lufthansa inflight catalogue—electronic skincare treatment system Sqoom (pictured) is looking for a bigger slice of the travel-retail market.

According to Helmut Schick, CEO at the Germany-based brand owner Schick Medical, the product, which has been selling on board Lufthansa since June 2010, is also doing well at Finnair's online shop and is set for an imminent listing on Swiss Air. This is despite its high price; it will cost €529

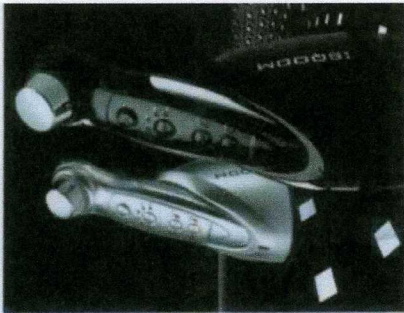
(\$852) when it launches in the UK, initially at Harrods, although an even more expensive Swarovski crystal version will be sold exclusively at the department store for £1,090 (\$1,756).

Schick told DFNI: "The product is one of Lufthansa's bestsellers in beauty and we are seeing 10% growth, month by month. From the beginning our aim was fast, international expansion and we see the travel-retail market as the best way to get this speedy international exposure. As a luxury product, our target consumer is also the same

psoriasis. These gels were also found to have beneficial anti-aging properties when used with ultrasound, ionisation and magnetic technology.

By combining a rechargeable handheld unit with the gels, Sqoom has become a growing retail phenomenon across Europe.

The company claims more than 20,000 sets have been sold with 80% of customers continuing to buy at least five gels per year, which start at £29 (\$47) for cleansers and rise to £79 (\$127) for the anti-age, whitening and medical ranges. Schick said that the company's strongest markets are currently Austria, Finland, Germany, Switzerland and Turkey, but as well as the UK launch in March, he expects to enter the Middle East in the same month, and says he is also close to a deal with Central Group in Thailand that will give the brand a foothold in Asia/Pacific.



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