

**PRESS RELEASE**

**Cosmetics and Lifestyle brand “Rituals” is introduced to the Maldives.**

**Velana International Airport: September 1, 2021** – “Dhovemi” at Velana International Airport has introduced the famous European brand “Rituals” to the Maldives. A special event was held at Velana International Airport to introduce the luxurious brand this morning.

The popular Rituals collection, including perfume, body cream, hair products, body scrub, scented candle, and sun protection cream, is now available at Dhovemi for customers to enjoy.

Maldivian social media influencer, Aminath Jumana (@juma\_hendrix8) has been assigned by Rituals as their brand ambassador.

Amsterdam based beauty brand Ritual was launched first in 2000, and now Rituals line of life-enriching products are available in more than 90 countries across the world and is popular amongst all age groups. Rituals is inspired by ancient eastern cultures that respects the past and traditions, it is one of the first brands in the world to combine home & body care.

Dhovemi at Velana International Airport, located next to arrival terminal exit gates, offers a wide range of products, including travel accessories, perfumes, cosmetics, watches, and sunglasses. Dhovemi is targeted to the passengers arriving at Velana International Airport.

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**Note to editor:**

Maldives Airports Company Limited (MACL) is a 100% government owned limited liability company incorporated under the Companies Act of the Rep of Maldives. MACL is governed by a Board of Directors appointed by the Privatisation & Corporatisation Board of the Maldives. The Corporate Office of MACL is on the island of Hulhule’, Republic of Maldives.

Maldives Airports Company is the operator of Velana International Airport and has been massively involved in destination marketing and bringing in new airlines to the Maldives to boost up the tourism industry. MACL has embarked on one of the biggest projects in the history of Maldives in developing the future Velana International Airport such as the development of a brand new international passenger terminal, a new code F runway, a new cargo terminal complex and a new fuel farm along with hydrant system and major infrastructure developments at Velana international Airport.

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