



NEWS RELEASE

American welcomes fall travel season with specialty Stand Up To Cancer® kits

2024-09-10

Summer fun may be ending, but it doesn't mean the travel memories have to stop. During the next few weeks, customers flying on American Airlines will enjoy a new limited-edition specialty kit highlighting the airline's longstanding fundraising campaign with Stand Up To Cancer (SU2C).

Customers traveling in premium cabins on Flagship® long-haul international and transcontinental flights will receive the limited-edition SU2C specialty amenity kit featuring new skincare brands and products. This kit marks the second limited-edition specialty kit in a line of rotating amenities American **introduced earlier this year**.

These specialty kits further celebrate the SU2C fundraising **campaign that launched last month**. American's customers and team members have supported the organization and its life-saving cancer research since 2016.

Download image »

First Class

Download image »

Business

Download image »

Premium Economy

American is **reimagining** the inflight experience with specialty amenity kits and cycling of skincare brands throughout the year.

What's in your kit?

In addition to featuring a QR code that gives customers an opportunity to donate to the SU2C campaign, the



specialty kits introduce customers to new designer and skincare brands that have not flown with American before.

American collaborated with sustainable fashion brand **Raven + Lily** and the SU2C team to create the unique design of these kits. Featuring SU2C's well-known colors of red, orange, yellow and black, along with the organization's logo, the kits are a standout item customers will use well beyond their flight.

The limited-edition kits feature skincare brands **Macabalm** and **Pholk Beauty**.

Customers in Flagship® Business and Premium Economy will receive Pholk Beauty hand lotion and Macabalm lip balm, while customers in Flagship® First will receive hand lotion and facial mist from Pholk Beauty and lip balm and a towelette from Macabalm.

Download image »

First Class

Download image »

Business

Download image »

Premium Economy

Inflight skincare routine? We've got you covered.

These exclusive products support a growing trend in travelers emphasizing the importance of inflight skincare routines to hydrate and nourish the skin.

The Pholk hand lotion featured in all kits is a vegan, multi-tasking and lightweight lotion that hydrates and smooths the skin with lasting moisture that won't clog pores.

Customers flying in Flagship® First Class can take their inflight skincare one step further by using the Pholk facial mist, which is deeply hydrating, soothing and rich in Vitamin C.

Pholk Beauty, which launched in 2019, is a Black woman-owned beauty brand working with Black farmers across the Southern U.S., Africa and the Caribbean.

The Macabalm lip balm featured in all kits can be used to hydrate lips, soften hands and cuticles, eliminate dryness, tame eyebrows, highlight cheekbones and temples, soothe irritations and protect the skin barrier thanks to hero ingredients such as shea butter, rosehip and jojoba.

Macabalm is a female-founded and Australian-made brand pushing the boundaries on natural organic skincare.

Elevate your travel journey with AAdvantage®.

For AAdvantage® members, using miles can unlock access to seats in the premium cabins to experience the limited-edition specialty kits and elevated service during their travels.

As a reminder, members can **earn rewards** before, between and beyond status levels through everyday activities like shopping, dining and more. Reaching AAdvantage® status and Loyalty Point Rewards can level up travel with Priority boarding, complimentary upgrades, free checked bags and more.

Creating more choices

American launched the rotating limited-edition specialty amenity kits in May 2024 with the introduction of a kit featuring **Thirteen Lune** to mark the introduction of the airline's reimagined onboard experience. The airline collaborates with the beauty retailer to curate new skincare offerings throughout the year, providing customers with more variety and choice in onboard products than ever before.

American will launch additional limited-edition specialty kits that will recognize specific milestones and initiatives in the months and years ahead. These kits will reflect the values and backgrounds of the airline's customers and team members.

