

WHSmith launches Roame, a new travel ‘minis’ beauty range designed for life on the move

London, Monday 23 2026 - WHSmith today announces the launch of Roame, its first own-brand collection of travel-sized beauty products, marking a significant step in the retailer’s continued evolution as a global travel retailer.

Designed for the realities of modern travel, Roame is a comprehensive range of “feel-good minis” spanning face, body and haircare, including in-flight favourites such as sheet masks, hand cream and eye balm, alongside travel staples designed for everyday routines on the move.

The collection includes formulations powered by well-established ingredients such as niacinamide, squalane and hyaluronic acid, designed to hydrate, protect and support the skin during travel.

Alongside skincare, the range also features summer-inspired scented body mists, lip care, and haircare products, offering a comprehensive solution for customers looking to maintain their routines while on the go, at an accessible price point.

Anna Lloyd, Interim Managing Director at WHSmith, said: “Travel isn’t always seamless, and that’s exactly where Roame fits in. Customers are often looking for quick, reliable solutions in those in-between moments, whether they’ve forgotten an essential or simply want to treat themselves while travelling. Roame has been designed to make self-care easy and accessible, without compromising on quality, helping to make every journey better and reflecting how people travel today.”

Individual products range between 30ml to 100ml and are priced between £4.00 and £10.00, making the range accessible for impulse purchase as well as planned travel essentials.

Roame is rolling out across WHSmith’s brand new flagship stores at London Heathrow Airport from March 2026, having launched in Terminal 4 on 19 March, with Terminal 3 to follow on 26 March, and Terminal 5 in April. A wider rollout across the UK travel estate is planned throughout the year.

ENDS

Notes to editors

The Roame range includes over 20 products across face, body, haircare and grooming, with separate and unisex options designed to appeal to a broad customer base in travel retail.

- Face care includes products such as a hyaluronic acid face wash, micellar water, moisturising face cream, eye balm and sheet masks, offering a simple, effective routine for use in transit or at destination.
- Body care spans niacinamide body wash, hydrating body lotion, body butter, hand cream and body mist, supporting both functional needs and moments of self-care during travel.
- Haircare includes a gentle cleansing shampoo, hydrating conditioner and a 2-in-1 hair wash, alongside grooming products such as shaving gel and post-shave balm.
- The range also includes impulse-led products such as lip balms, lip butters and multi-buy formats (including duos and trios).