



Sun, Skin & Sea: Dream Cruises x Kiehl's Delivered the Ultimate Glow-Up Getaway Aboard Genting Dream.



21–24 April 2026: Dream Cruises collaborated with Kiehl's on a 3 Night Penang–Kuala Lumpur cruise departing from Singapore, offering guests an exciting onboard skincare and wellness experience.

[27 April 2026, Singapore / Malaysia] – Dream Cruises and Kiehl's, the globally renowned New York-born skincare brand known for its science-backed formulas and apothecary heritage, recently wrapped up a high-energy, sun-soaked collaboration aboard the flagship, **Genting Dream**. The one-of-a-kind **3 Night Penang–Kuala Lumpur** sailing took place from **21 to 24 April 2026**, departing from Singapore, bringing together travel, skincare and wellness.

Held in conjunction with **Dream Cruises' 10th anniversary** celebrations and the launch of **Kiehl's new UV Serum Sunscreen**, the exclusive sailing transformed the cruise experience into a fully immersive “glow-up at sea” moment.

“We are excited to partner with Kiehl's to bring a fresh and engaging lifestyle experience to our guests, especially as we celebrate our 10th anniversary,” said **Michael Goh, President, StarDream Cruises**. *“This collaboration reflects our commitment to creating meaningful journeys that go beyond travel—where wellness, fun and brand experiences come together both onboard and ashore.”*

“At Kiehl's, we believe the best way to experience a product is in the real world — under the sun, by the sea, in the moments that matter most. Partnering with Dream Cruises gave us the perfect canvas to introduce our new UV Serum Sunscreen where it truly belongs; on skin that's living life to the fullest. We couldn't think of a better way to celebrate sun protection than sailing through with some of the most influential voices in beauty, lifestyle and travel,” said **Elaine Wong, Kiehl's General Manager Malaysia & Singapore**.





More than 28 media and key influencers from Singapore and Malaysia were invited onboard, becoming among the first to experience Kiehl's latest UV serum in real conditions - under the tropical sun, across outdoor adventures and throughout shore excursions. From ship to shore, the experience blended seamlessly into a lifestyle-driven journey where skincare met real travel moments.

Onboard, the ship's signature outdoor attractions were in full swing - from six exhilarating waterslides and poolside lounging to adrenaline-pumping activities like ziplining and rock climbing - all unfolding in a sun-soaked environment that highlighted the importance of sun care.

The collaboration also introduced a curated line-up of Kiehl's-themed experiences throughout the cruise. Guests took part in interactive skincare workshops and clinical-style sessions led by Kiehl's experts, offering practical tips on UV protection and skin health while travelling. Exclusive merchandise and giveaways added to the buzz onboard.

Wellness took centre stage with sunrise yoga sessions at sea, where participants received specially curated Kiehl's amenities kits. Guests who signed up for shore excursions in Penang and Kuala Lumpur were also treated to complimentary Kiehl's amenity packs (while stocks lasted), perfect for staying protected while exploring under the sun. Adding a playful social twist, Kiehl's pickleball sessions at sea were featured as part of the onboard programme, bringing a lively and engaging energy against panoramic ocean views.

The collaboration reflects Dream Cruises' continued focus on delivering fresh, lifestyle-led experiences that resonate with today's travellers - where holidays go beyond destinations to include wellness, self-care and meaningful brand engagements.

From glowing skin to unforgettable moments at sea, the Dream Cruises x Kiehl's sailing proved that the best kind of getaway is one where you can look good, feel good, and live fully in the moment.

To book your next Dream Cruises voyage, visit www.StarDreamCruises.com or contact our official travel partners.

StarDream Cruises: The Cruise Line that Knows Asia Best.

Officially launched on 26 March 2025, **StarDream Cruises** combines over three decades of cruising expertise, ushering in a new era of extraordinary voyages across Asia and beyond. The cruise line introduces two iconic brands — **StarCruises** and **Dream Cruises** — each offering a distinct experience that honours the legacy of their predecessors while elevating the standard for world-class cruising in Asia.

StarCruises brings affordable, lifestyle-driven cruising to the Asian market with intimate, mid-sized ships that accommodate up to 2,000 guests, offering a more personal cruising experience across Southeast and East Asia aboard the *Star Voyager* and *Star Navigator* cruise ships. Meanwhile, **Dream Cruises** redefines luxury cruising with expansive ships that cater to more than 3,000 guests, offering exclusive privileges and premium amenities. The *Genting Dream*, Dream Cruises' flagship, is homeported in Singapore year-round, sailing to various destinations in Malaysia, Thailand and Indonesia.

With decades of experience in hospitality and cruising, StarDream Cruises is set to redefine the cruise experience, catering to a diverse range of markets, offering tailored experiences that appeal to various demographic segments.

For media enquiries, please contact:-

(Mr) Ong Hsieh Lien

ong.hsiehlien@stardreamcruises.com

(Ms) Cherry Yip

cherry.yip@stardreamcruises.com

(Ms) Mandy Lam

mandy.lam@stardreamcruises.com

