

# HAPPY EARTH

# HAPPY EARTH, HAPPY YOU!



100% NATURAL

100% EFFECTIVE

CHEMICAL FREE

# New deo sprays

PROPELLANT FREE AEROSOL   
POWERED BY PURE AIR 

NEW

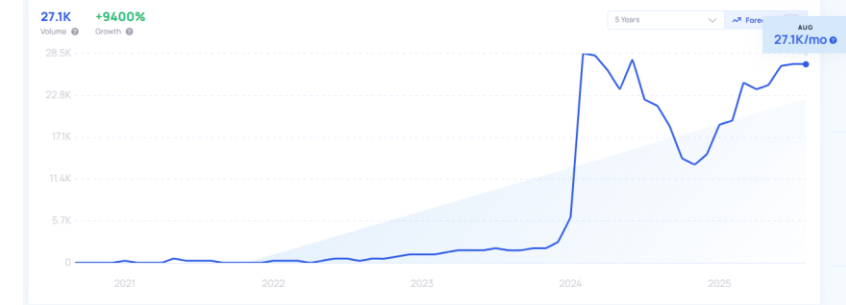
## Whole Body Deo: A fast-growing trend in a rising deodorant market.



### New trend in the deodorant market - deodorant for the whole body:

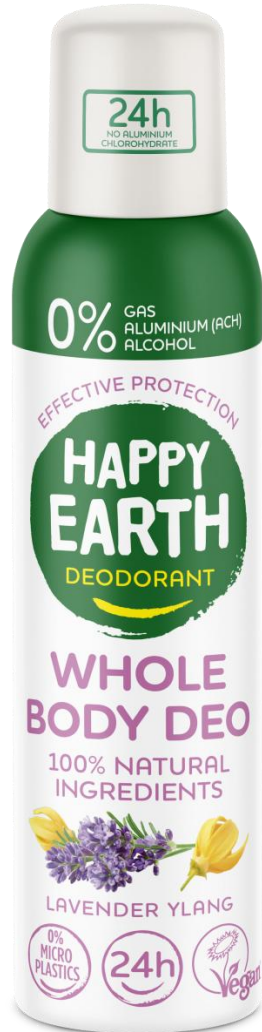
- Fits within the broader wellness movement: deodorant as part of body care
- Google searches for whole body deodorants have grown explosively between 2024 and 2025: +1,000%
- A U.S. study shows that 76% of consumers are interested in a whole body deodorant
- Major players such as Unilever and Procter & Gamble are driving growth with new launches and heavy media investments
- No equivalents yet within the natural segment → big opportunity!

### Whole Body Deodorant



NEW

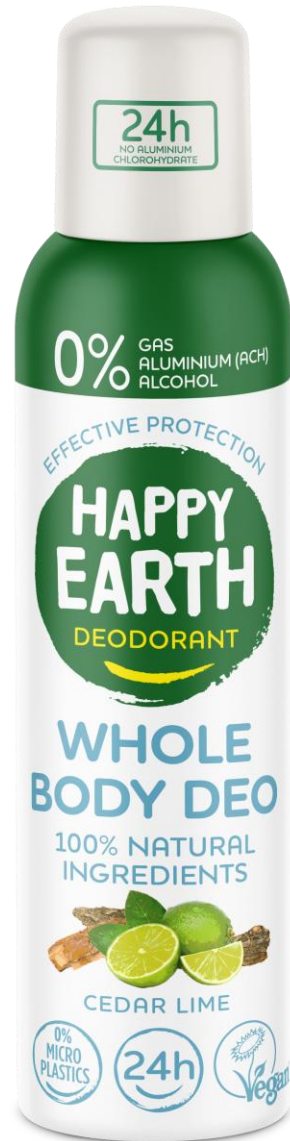
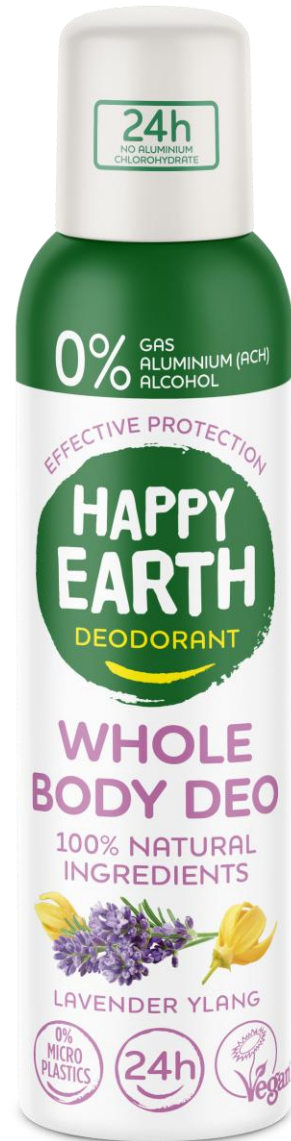
## HAPPY EARTH 100% NATURAL WHOLE BODY DEO SPRAY



- 100% natural ingredients
- 24H protection
- With wakame seaweed: a beautiful, natural ingredient offering many skin benefits such as hydration, soothing, and antioxidants
- For underarms, chest, feet, or wherever needed
- Aluminum chlorohydrate free
- Microplastic free
- No harmful propellants
- Produced in the Netherlands with green energy
- Better for your skin and for the planet
- Available in the 3 most popular scents: Jasmine Ho Wood, Lavender Ylang, and Cedar Lime
- Delivery starting from week 46

NEW

# HAPPY EARTH 100% NATURAL WHOLE BODY DEO SPRAY

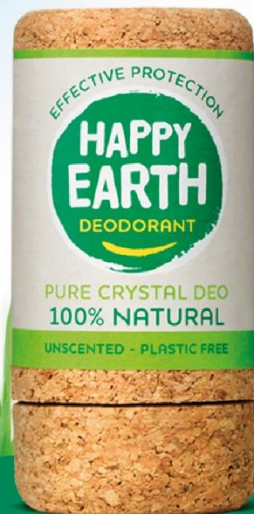


# HAPPY EARTH

# HAPPY EARTH, HAPPY YOU!



100%  
certified  
natural  
ingredients



100% NATUURLIJK | 100% EFFECTIEF | ZONDER CHEMICALIËN