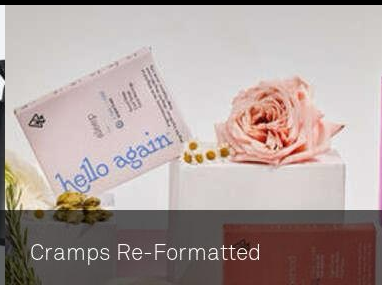


Hygiene & Personal Care

Trend Report for Hygienix

11.13.23



Prepared by: Courtney



Top Insights



Destigmatized Incontinence Brands are aiming to destigmatize urinary incontinence

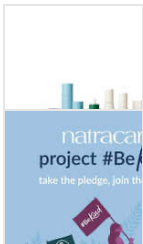
Trend - Brands in the personal hygiene space are honing in on urinary incontinence, and are trying to destigmatize what can be a tender subject for many who experience it. Everything from refined liner designs to discreet absorbent underwear are empowering people to take care of their health without shame. Insight - Historically, the health of people with vaginas has been compromised with treatments rooted in discrimination, and shame associated with normal bodily functions. Now that consumers are becoming empowered to learn about and prioritize their own specific health needs, they expect that brands are able to meet them halfway with



Resin Packaging Brands are using upcycled food-grade resin for CPGs and personal care packaging

Trend - Brands are turning to food-grade resin packaging for its low environmental impact, its comparable performance to unsustainable packaging, and its affordability. These packaging solutions make products more appealing to consumers as brands can market the sustainability of the product inside as well as its packaging. Insight - While consumers are increasingly drawn to sustainability across numerous industries, the food & beverage and beauty industries are especially scrutinized for their environmental impacts. Consumers in these spaces not only vote with their dollars against brands that remain using unsustainable or animal-cruel methods, but are also willing to boycott products that fall into these categories. This places pressure on brands in the space to transform traditionally unsustainable [continued online]

Top Microtrends



Menopausal Wellness Brands

Amyris & Naomi Watts Launched Stripes for (Peri)Menopausal

Empowering Period Campaigns

Natracare Launched the Project #BeBehind Campaign in May



Sustainable Nappy Packaging

Big Fish Reworks the Bambino Micro Wipes Brand's Packaging with Less Plastic



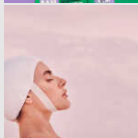
Fall-Scented Flushable Wipes

DUDE Wipes DUMPKin Spice Flushable Wipes Offer an Aromatic



Refreshing Intimate Cleansing Wipes

Rosebud Woman Offers a Refreshing



Sustainable Period-Proof Swimwear

The Triangle One Piece from Panty Boasts Carbon Neutral Fabrics



Inclusive Period-Proof Swimwear

The WUKA Period Swimsuit is Offering Medium Flow Protection



Reusable Organic Menstrual Pads

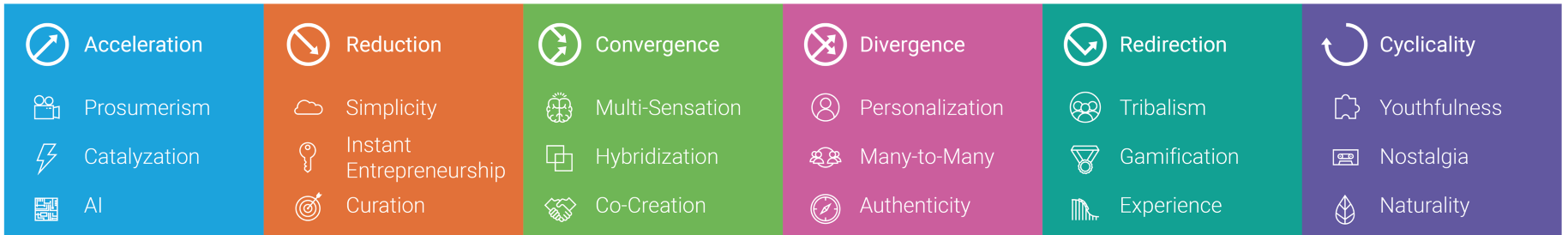
AVNI's Pads and Liners are Absorbent, Convenient, and Sustainable

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Accessible Healthcare

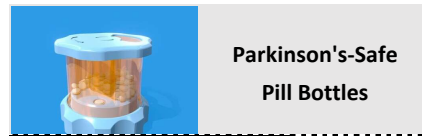
Brands are designing personal care and hygiene items to be more inclusive

Trend - Mainstream brands in the personal care and healthcare space are designing their products to be more accessible for those with disabilities. These include pill bottles, deodorants, and toothbrushes designed to be used by individuals with different abilities or dexterities.

Insight - Thanks to activism efforts led by those living with disabilities and their allies, there is a greater awareness about the need for more infrastructure and products designed to accommodate people who have disabilities. This push for inclusion to historically under-served demographics has led some brands to create new products to help these individuals go about their daily life with greater ease and more independence.



Sleek Toiletries Solutions
Soapstone Reintroduces Sanitary Standards



Parkinson's-Safe Pill Bottles



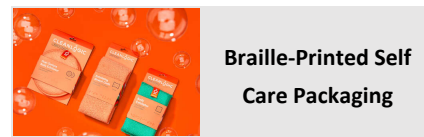
Accessible Pill Dispenser Bottles



Accessible Toothbrush Add-Ons



Co-Branded Inclusive Packaging Apps



Braille-Printed Self Care Packaging



Arthritis-Friendly Pain Relief Caps

8.1
Score



Simplicity
 Catalyzation

7 Featured, 63 Examples

82,521 Total Clicks

URL: Hunt.to/452491

Brands are designing personal care and hygiene items to be more inclusive

Given the need for more inclusive design in personal care items to accommodate individuals with disabilities, what new initiatives or product enhancements could you undertake that would increase accessibility and independence?

Destigmatized Incontinence

Brands are aiming to destigmatize urinary incontinence

Trend - Brands in the personal hygiene space are honing in on urinary incontinence, and are trying to destigmatize what can be a tender subject for many who experience it. Everything from refined liner designs to discreet absorbent underwear are empowering people to take care of their health without shame.

Insight - Historically, the health of people with vaginas has been compromised with treatments rooted in discrimination, and shame associated with normal bodily functions. Now that consumers are becoming empowered to learn about and prioritize their own specific health needs, they expect that brands are able to meet them halfway with products and services that suit their modern lifestyles.



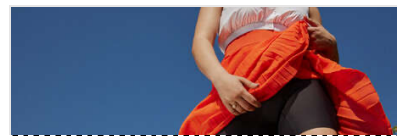
Non-Bunching Incontinence Pads

Poise 7 Drop Pads Provide Comfortable All-Day Protection From Leaks



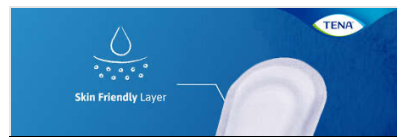
Game-Changing Incontinence Devices

ELITONE Debuts as a Comfortable Incontinence Solution



Smooth Leak-Proof Shorts

The Knix Thigh Saver Prevents Chafing, Leaking and Sweat



Skin-Caring Incontinence Pads

TENA's Sensitive CarePads Feature a SkinComfort Formula

7.2
Score

Popularity



Activity



Freshness



Youthfulness



Catalyzation

4 Featured, 26 Examples

24,308 Total Clicks

URL: Hunt.to/448702

★ Advisor Pick

Destigmatized Incontinence

Brands are aiming to destigmatize urinary incontinence

What creative strategies could you implement to address the needs and concerns of customers with incontinence, while also aiding in destigmatizing the condition?

Resin Packaging

Brands are using upcycled food-grade resin for CPGs and personal care packaging

Trend - Brands are turning to food-grade resin packaging for its low environmental impact, its comparable performance to unsustainable packaging, and its affordability. These packaging solutions make products more appealing to consumers as brands can market the sustainability of the product inside as well as its packaging.

Insight - While consumers are increasingly drawn to sustainability across numerous industries, the food & beverage and beauty industries are especially scrutinized for their environmental impacts. Consumers in these spaces not only vote with their dollars against brands that remain using unsustainable or animal-cruel methods, but are also willing to boycott products that fall into these categories. This places pressure on brands in the space to transform traditionally unsustainable packaging, such as plastic bottles, with newer, more eco-friendly materials.



Resin Packaging Solutions

NEXTLOOPP Completed a Trial of its 'Pristine' Resin Packaging



Low-Impact Beauty Packaging

Albéa's Recycled Makeup & Skincare Packs Reduce Environmental Impact



Recyclable Resin Bottles

Lumene Utilizes Eastman's Molecularly Recycled Bottle for its Skincare



Recycled Resin Packaging Solutions

The Gunze GEOPLAS HCT3 Heat-Shrinkable Film is Eco-Friendly

6.6
Score

Popularity



Activity



Freshness



⚡ Catalization

🚫 Authenticity

4 Featured, 42 Examples

37,660 Total Clicks

URL: [Hunt.to/500025](https://hunt.to/500025)

★ Advisor Pick

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Brands are using upcycled food-grade resin for CPGs and personal care packaging

In light of the increasing consumer desire for sustainable packaging practices, how can you leverage upcycled food-grade resin to develop innovative, affordable, and low-impact packaging solutions for personal care products?

AI Co-Parent

AI-based parenting apps help families proactively monitor wellbeing and development

Trend - AI-based support apps for parents of infants and young children are being used for skill development, mental health, and/or health monitoring. These programs offer a proactive approach to supporting child development and help parents collect data in cases that require intervention.

Insight - Using tech to monitor and prioritize skill-building is especially helpful for caregivers with children who have mental or physical disabilities, behavioral challenges, or are displaying symptoms of illness. These smart solutions add an additional layer of support to the parenting process, offer important information for medical personnel if needed, and generally take some of the pressure off for busy parents with multiple priorities on top of childcare.



Conversational AI Companions

CATI is a Soft Plush Toy Robot Debuting at CES 2023



Baby Decoder Devices

At CES 2023, Q-bear's Device Translates Why a Baby is Crying



AI-Powered Storytelling Devices

Coemo Synthesizes a Parent's Voice to Tell Stories to Kids



AI-Driven Pool Safety Systems

The PoolScout Pool Monitor Camera Has Auto-Detection Technology

7.7
Score



Simplicity
 Artificial Intelligence

4 Featured, 44 Examples

61,964 Total Clicks

URL: [Hunt.to/511496](https://hunt.to/511496)

AI-based parenting apps help families proactively monitor wellbeing and development

In the context of AI-powered parenting applications aimed at child development, wellbeing monitoring, and potential intervention case-scenarios, how might your brand leverage the emerging trends in artificial technology to enhance its hygiene product offerings?

Accessible Parenting

Parenting platforms are prioritizing maternal and infant health and wellness

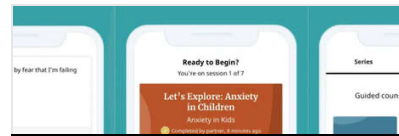
Trend - For some consumers, parenting challenges are amplified due to systemic issues like racial inequality in the healthcare system, high costs, and mental and physical health challenges post-pregnancy. Now, platforms are popping up that aim to address these issues, and make parental and infant care more accessible to all.

Insight - Systemic issues that lead to racial, gender, and income inequality are particularly apparent when it comes to the health system in North America. Those who are affected by these issues are increasingly demanding change in the form of spaces, platforms, and tools that are able to address these inequities--and some brands are starting to take note by prioritizing accessibility in their products and services.



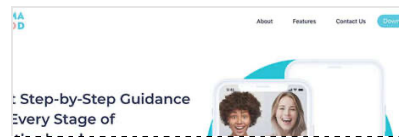
Black Maternal Health Platforms

Baby Tracking App The Bump Launches 'Black Maternal Health' Hub



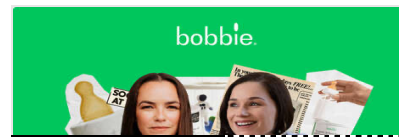
Science-Backed Parenting Apps

Parenting Guide from Lasting is an App Dedicated To Parents



Motherhood Community Support Apps

The 'Mamahood' App Offers Professional Care and More



Trailblazing Parenthood Podcasts

Milk Drunk: The Podcast by Bobbie Shares Empowering Conversations

4.7
Score

Popularity

Activity

Freshness



Catalyzation

4 Featured, 59 Examples

57,311 Total Clicks

URL: Hunt.to/474936

Parenting platforms are prioritizing maternal and infant health and wellness


What strategies and technologies could you incorporate into your products to increase accessibility and address systemic issues in maternal and infant health care?

Menstrual Campaigning

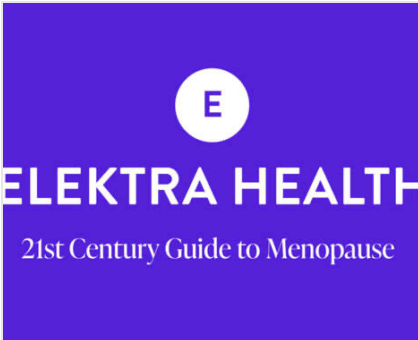
Brands campaign for policies addressing women's concerns in the workplace

Trend - Brands and charitable orgs are addressing how women's health can impact their employment. These brands are raising awareness about how PMS and menopause symptoms can impact one's ability to work, and campaigning for policies (like paid leave) that address this concern.

Insight - Brands are addressing gender discrimination through updated hiring practices, maternity leave, education, and pay equity. However, some of the challenges women face in the workforce are less outwardly visible--but have a significant impact nonetheless. Menstruation and menopause symptoms can impact performance and cause unintended gender gaps at work. Brands that address these concerns with paid leave and extended benefits create more supportive and (therefore productive) workplaces.



Menstrual Leave Campaigns
Intimina Launched Useless Spanish Lessons for Menstrual Hygiene Day



Empowering Menopause Platforms
Elektra Health Supports & Educates Women Experiencing Menopause

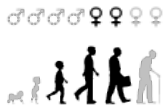


Period Poverty Initiatives
The Period Promise Campaign Makes Basic Hygiene Goods More Accessible



UK-Based Menopause Pledges
The UK Civil Service Signs a Menopause Workplace Pledge

5.8
Score



Tribalism
 Catalyzation

4 Featured, 45 Examples
27,258 Total Clicks
URL: [Hunt.to/511680](https://hunt.to/511680)

Menstrual Campaigning

Brands campaign for policies addressing women's concerns in the workplace

How could you develop new products or services that address the impacts of women's health, particularly PMS and menopause symptoms, on their workplace performance and participation?

Eco Teen Hygiene

Brands release reusable menstrual care products for teenagers

Trend - As reusable menstrual care products continue to rise in popularity, brands are now marketing these products directly to teenagers and girls. Products in this space include menstruation underwear and pads that can be washed and reused.

Insight - Gen Z is passionate about the various social and environmental issues that concern the world today. Their appreciation for eco-friendly brands is especially notable, and indicates not just how they currently shop--but how they'll continue to consume decades from now. With this generation more accustomed to making sustainable purchase decisions, brands that appeal to their needs while prioritizing sustainability have an opportunity to establish long-term loyalty with this consumer group.



Teen Menstrual Underwear

AWWA Period Care Launches Period Underwear for Every Teen's First Cycle



Humorous Period Care Campaigns

Thinx's New Period Underwear is Introduced in an Ad by OBERLAND



Teen-Focused Period Underwear

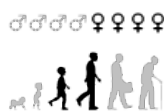
Proof Debuts the Teen and Tweens Reusable Period Underwear



Reusable Menstrual Pad Kits

Öko-Teens Offers Four Menstrual Kits for Teens and Tweens

6.8
Score



Naturality

Youthfulness

4 Featured, 18 Examples

16,127 Total Clicks

URL: [Hunt.to/499222](https://hunt.to/499222)

Brands release reusable menstrual care products for teenagers

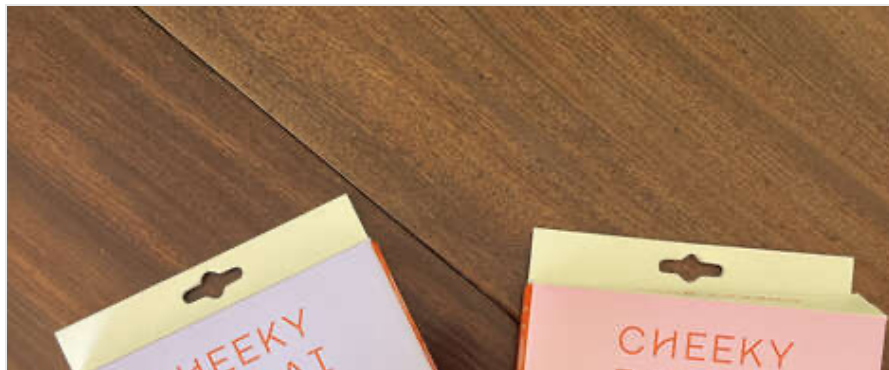
How can your brand incorporate the needs
and values of Gen Z in relation to
environmental sustainability?

Cramps Re-Formatted

Menstruation pain management is exploring new and interest formats

Trend - Painful menstruation, known medically as dysmenorrhea, is a widely experienced and (yet still relatively unsolved) problem. However, a recent boom in the conversation surrounding the topic online has bred new and increasingly creative methods of menstrual pain relief.

Insight - Painful menstruation is one of many medical issues social media has fueled increased innovation in. A simultaneous boom in communities sharing grievances online and small businesses launching through mostly virtual means has resulted in increased experimentation. This is creating an increased focus on consumercentricity and behavioral patterns across industries, even those more regulated and less agile, such as the medical space.



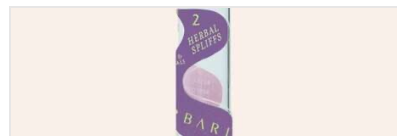
Women's Health Support Patches

These Cheeky Bonsai Patches Come in Two Varieties



Plant-Sourced Pain Relief Creams

Comfort's Menstrual Cramp Relief Cream Harnesses Powerful Plants



Pain-Relieving CBD Pre-Rolls

Xula's "Period Pre-Roll" Offers Natural Pain Relief for Menstruation



Period Care Suppositories

The Newest of Hello Again's Vaginal Suppositories Help to Fight Cramps

7.2
Score

Popularity



Activity



Freshness



Hybridization

4 Featured, 35 Examples

24,701 Total Clicks

URL: [Hunt.to/499015](https://hunt.to/499015)

Cramps Re-Formatted

Menstruation pain management is exploring new and interest formats

Based on the growing trend of innovative methods for menstrual pain relief and the rise of online communities discussing such issues, how might you develop new product ideas or services that helps manage or alleviate menstrual cramps?

Niacinamide Deodorant

Niacinamide is being used as a key brightening ingredient in deodorants

Trend - With more deodorants containing active ingredients that help treat the skin, niacinamide is the next ingredient that's becoming a popular addition to these hygiene products. Niacinamide helps brighten underarm skin and reduce hyperpigmentation.

Insight - The average skincare consumer is much more educated now, with social media and accessible scientific information online making ingredients, formulations and innovations in this space easier to understand for consumers. This educated consumer now seeks out products with ingredients they know will suit their needs, and not necessarily for how they're branded.



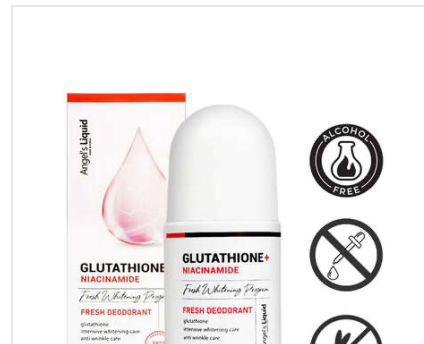
Odor-Blocking Deodorant Creams

The Cream Deo by Megababe is Infused with 5% AHAs



Brightening Natural Deodorants

Truly Beauty's Unicorn Fruit Skin Deodorant Improves Uneven Skin



Anti-Discoloration Deodorants

This Deodorant with Niacinamide Brightens Underarms in Just 12 Days



Vitamin B3-Infused Deodorants

The Dove Even Tone Helps with Uneven Skin Tone

6.7
Score



Hybridization

4 Featured, 48 Examples

41,984 Total Clicks

URL: [Hunt.to/485438](https://hunt.to/485438)

Niacinamide Deodorant

Niacinamide is being used as a key brightening ingredient in deodorants

How can you expand your product line to include deodorants utilizing niacinamide or other active skincare ingredients familiar to educated consumers to meet their specific needs and enhance skin health?

Specific Examples

Relevant Ideas & Case Studies

These ideas & case studies can consist of anything from campaigns, concepts, products, services and more. This section offers a more detailed exploration into those individual standout innovations that relate back to the report topic at hand.

Empowering Period Campaigns

Natracare Launched the Project #BeKind Campaign in May

Empowering period campaigns have become a great way for personal care brands to connect with their consumer base while working to destigmatize the conversation revolving around menstruation. In May 2023, period brands continue on this path and a recent example of how these marketing strategies articulate themselves in the public sphere is the Project #BeKind by Natracare, a brand known to be the "creator of the only globally available compostable disposable period products."

The empowering period campaign seeks to "educate and empower consumers to live a non-toxic lifestyle, and make healthy choices for both body and planet." Natracare emphasizes the need for composting our used pads and tampons in particular, citing that "in the United States alone, approximately 12 billion pads and seven billion tampons are discarded each year."



5.5
Score

Popularity



Activity



Freshness



9 Related

3,749 Total Clicks

URL: [Hunt.to/507813](https://hunt.to/507813)

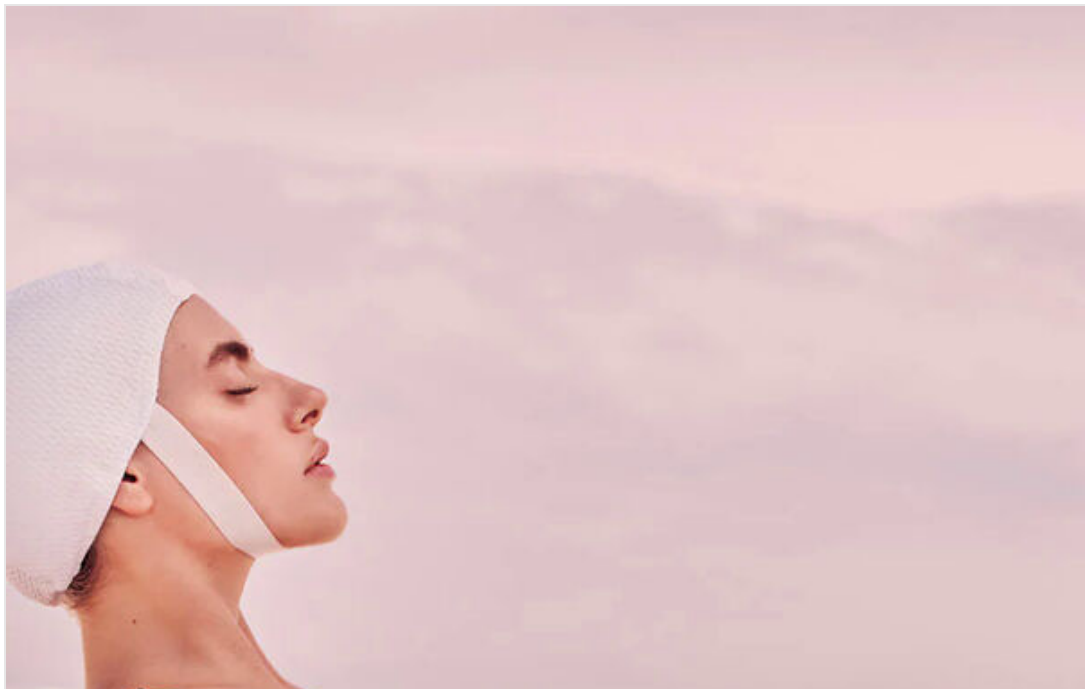
Sustainable Period-Proof Swimwear

The Triangle One Piece from Pantys Boasts Carbon Neutral Fabrics

With Gen Z and Millennial consumer seeking alternatives to traditional menstrual products like pads and tampons, brands are taking notice with fashionable solutions that also offer protection for light flow days -- Pantys is one of these companies and its Triangle One Piece takes the concept of period underwear further with a swim-friendly garment.

Designed to offer light flow protection, the Triangle One Piece marries fashion and function. It is also sustainable as a bonus, featuring carbon neutral and biodegradable fabrics that will decompose after 3 years.

This period-proof swimsuit is also made to be quick-drying and anti-bacterial in addition to its leak-proof design, ensuring consumers have peace of mind when wearing it. In addition to this timeless onepiece, Pantys offers a variety of period-proof underwear and swimwear options, ranging from understated designs to more colorful, printed options.



5.8
Score

Popularity



Activity



Freshness



9 Related

21,248 Total Clicks

URL: [Hunt.to/499299](https://hunt.to/499299)

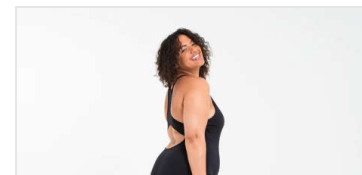
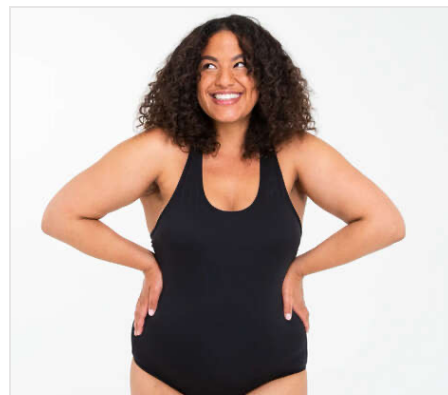
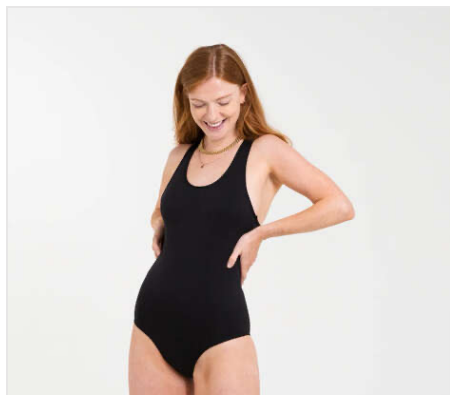
Inclusive Period-Proof Swimwear

The WUKA Period Swimsuit is Offers Medium Flow Protection

The WUKA Period Swimsuit is fashionable, comfortable and period-proof. The one-piece is ideal for swimming or the spa and replaces traditional pads or tampons with a leak-free design and medium flow protection

Featuring a streamlined and supportive design, the WUKA Period Swimsuit is fitted with an ultra absorbent liner, and is constructed from water-repellent outer fabric that holds up to 15 ml of liquid. The period-proof swimsuit is ideal for light to medium flow days and features diamond back cutout detailing, along with padded cups for added shape and support. The protective garment is also durable, anti-chlorine treated, features UV50+ protection and is available from sizes XXS to 2XL.

With Gen Z consumers desiring more functional alternatives to traditional menstrual products like pads and tampons, brands like WUKA are taking notice with garments that go beyond period underwear. These functional garments make activities that would have been off limits [continued online]



6.8
Score

Popularity

Activity

Freshness



9 Related

6,408 Total Clicks

URL: [Hunt.to/499298](https://hunt.to/499298)

Reusable Organic Menstrual Pads

AVNI's Pads and Liners are Absorbent, Convenient, and Sustainable

'AVNI' is an India-based manufacturer of menstrual pads, liners, wipes, and cups, founded by Sujata, a woman who found that most commercial pads always caused her discomfort and irritation. As a result, AVNI's products are all manufactured out of non-toxic, 100% safe Global Organic Textile Standard (GOTS)-certified organic cotton.

These products are excellent for women of all ages, but specifically for younger women first experiencing menstruation, as any adverse irritation would more negatively impact these groups. For this reason, the company offers the 'Wo First Green Period Gift Box' set, which contains all of the necessary products to deal with the challenges associated with early menstruation.

AVNI offers a range of products that is frequently updated to suit the growing needs of its consumer base. Its most recent product is the 'Antibacterial Intimate Water Wipes,' which are water-based, biodegradable wipes with a carefully-created [continued online]



6.2
Score



9 Related

7,219 Total Clicks

URL: [Hunt.to/499059](https://hunt.to/499059)

Menstrual Leave Campaigns

Intimina Launched Useless Spanish Lessons for Menstrual Hygiene Day

Ahead of Menstrual Hygiene Day in May, Intimina launched a campaign to bring awareness to the ongoing stigma around time off for period pain in the workplace.

The Useless Spanish Lessons campaign parodies the style of an online Spanish language tutorial and it teaches phrases that could be used to help women excuse themselves from work. But all of these phrases are no longer necessary in Spain, the first country in the Western world to allow women to call in sick due to “incapacitating menstruation.”

The phrases taught in this lesson bring attention to some of the wild excuses women often have to resort to giving in order to get much-needed time off when they're not well enough to work. With this campaign, Intimina wants people to see what would be possible in a world where paid menstrual leave was guaranteed.



7.7
Score

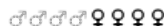
Popularity



Activity



Freshness



9 Related

4,913 Total Clicks

URL: [Hunt.to/506370](https://hunt.to/506370)

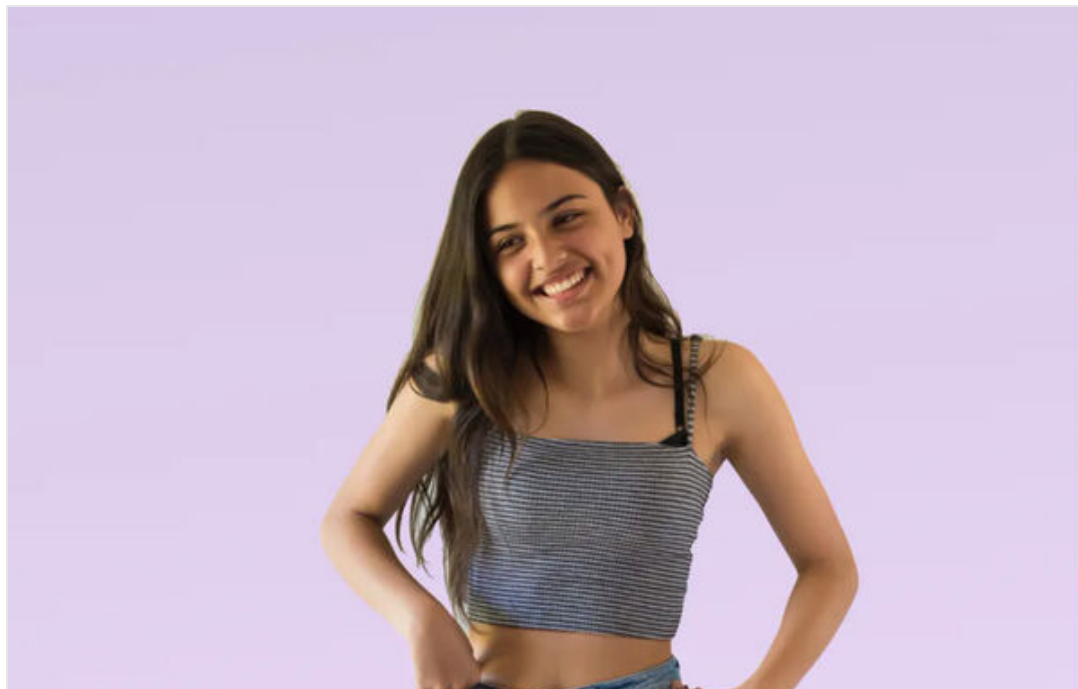
Teen Menstrual Underwear

AWWA Period Care Launches Period Underwear for Every Teen's First Cycle

A collection of period underwear called AWWA Teens has been introduced by AWWA Period Care to support girls through their first menstrual cycles. The customized period-absorbent underwear packages known as "My First Period Kits" are created especially for tweens and teenagers at the beginning of their menstrual journey. Each package includes various designs of washable period underwear with the capacity to absorb as much blood as five conventional tampons or pads.

"Menstruation is something to front foot and address so they can feel safe, nurtured and understand the changes that are happening in their bodies and what to expect," said Co-Founder Michele Wilson.

All AWWA underwear is created responsibly from natural, organic, and recycled materials and is B Corp certified. The brand's top-rated period care underwear is created from a combination of TENCEL Modal, a sustainable fibre, and soft organic cotton.



7.5
Score

Popularity



Activity



Freshness



9 Related

8,283 Total Clicks

URL: [Hunt.to/498244](https://hunt.to/498244)

Humorous Period Care Campaigns

Thinx's New Period Underwear is Introduced in an Ad by OBERLAND

Intimates brand Thinx recently launched its new line of period underwear through a humorous campaign by purpose-driven ad agency OBERLAND. The ad pokes fun at the often awkward conversations most girls experience with their mothers when they first get their periods -- including chats about the correct way to wear a tampon.

The 'How a New Generation Thinx' campaign features two hilarious commercials titled 'Saved by Sister' and 'Moon Landing.' While the first ad showcases Thinx' new line of sustainable period underwear for teens that offer protection without the need for pads and tampons, the second follows a frustrated woman who recounts the moon landing and other technological advancements from the last 30 years, while explaining how those same advancements never happened in the period care space.

This comical ad series targets Gen Z consumers and encourages open conversations about menstruation without the added awkwardness.



7.2
Score

Popularity



Activity



Freshness



9 Related

6,618 Total Clicks

URL: [Hunt.to/498369](https://hunt.to/498369)

Game-Changing Incontinence Devices

ELITONE Debuts as a Comfortable Incontinence Solution

ELITONE is marketed as an empowering stress incontinence solution that contracts and relaxes the pelvic floor muscles. Described as a "game-changing device" and a "hassle-free solution," the product promises to be comfortable and boost confidence for those struggling with incontinence.

ELITONE incorporates "groundbreaking technology" that produces a similar effect as Kegel exercises. The brand claims that using this device "for as little as 20 minutes a day will help one achieve results in six weeks or less." In addition to preventing leaks, the use of ELITONE may lead to "better orgasms (according to testimonials)," as well. For individuals who want to specifically target overactive bladder, the brand recommends its ELITONE URGE model.

This device is comfortable, discreet, easy to use, and poised to be a non-invasive alternative to surgery or medication.



8.4
Score



9 Related
5,166 Total Clicks
URL: [Hunt.to/513905](https://hunt.to/513905)

Non-Bunching Incontinence Pads

Poise 7 Drop Pads Provide Comfortable All-Day Protection From Leaks

The Poise 7 Drop Pads are the brand's latest product for helping consumers to combat against incontinence without losing sight of comfort.

The pads maintain a curved shape that will contour perfectly to prevent bunching during all-day wear and can thus be worn with confidence any day of the week. The product offers support for those who experience bladder leakage, while also providing odor control to lock away both wetness and color. The pads boast the brand's Clean Dry Fresh Protection technology to provide enhanced peace of mind.

The Poise 7 Drop Pads are rated to be 10-times drier than leading menstrual pads on the market, according to the brand. The product comes in packs of 39.



8.0
Score

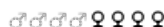
Popularity



Activity



Freshness



9 Related

5,775 Total Clicks

URL: [Hunt.to/504486](https://hunt.to/504486)

Perimenopause Preparation Campaigns

The Invisible Period by Knix Brings Awareness to Perimenopause

The Invisible Period is a new campaign from Knix that's focused on challenging the stereotypes and stigmas that still surround perimenopause. "Since starting Knix in 2013, we have been leading the charge to bring conversations around menstruation and women's health to the forefront," says Joanna Griffiths, Founder and President of Knix, "Today I'm proud to say as a society we talk a lot more about periods; but we still don't talk about this period—perimenopause."

Despite perimenopause being a normal and natural phase in a woman's life as she approaches menopause, many women are blindsided by the unexpected and sometimes challenging physical and emotional transformations that can accompany this transitional period. This new campaign from Knix brings awareness to perimenopause and recognizes women who are in the midst of experiencing it.



6.6
Score

Popularity



Activity



Freshness



9 Related

4,400 Total Clicks

URL: [Hunt.to/518929](https://hunt.to/518929)

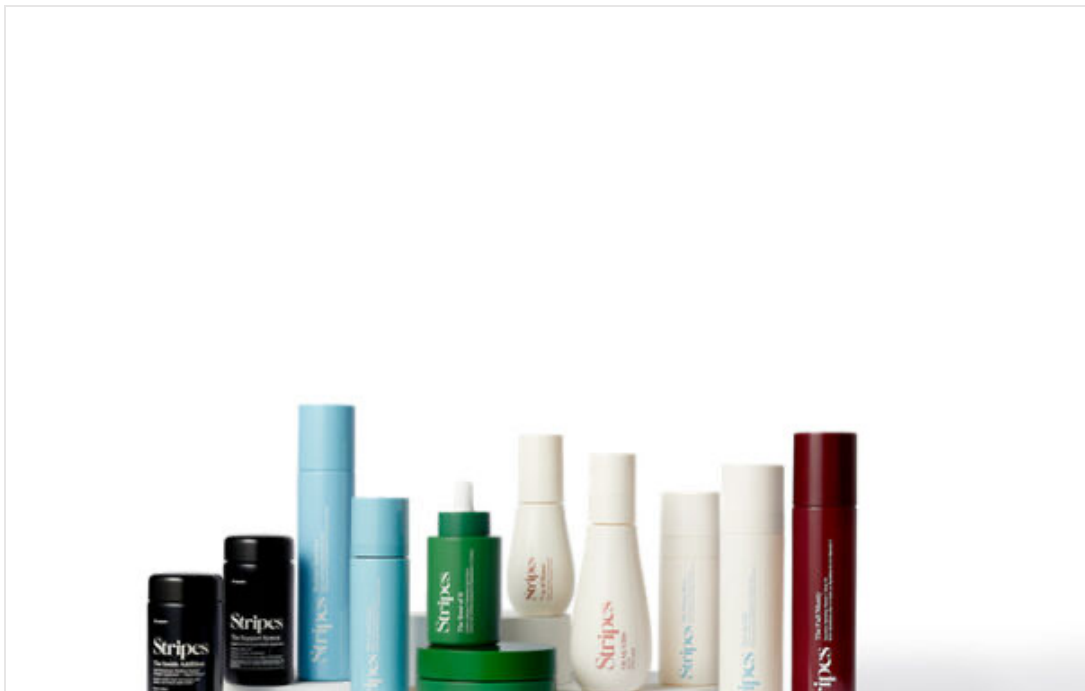
Menopausal Wellness Brands

Amyris & Naomi Watts Launched Stripes for (Peri)Menopausal Wellness

Stripes is a (peri)menopausal wellness brand that's on a mission to help women stop suffering in silence and embrace healthy aging. The Stripes brand created by Amyris and actress, entrepreneur and activist Naomi Watts offers everything from facial skincare to sexual wellness solutions, haircare to supplements—or as the brand puts it, "menopause solutions from scalp to vag."

Naomi's Picks include popular products like the Dew As I Do brightening and hydrating cream, The Crown Pleaser densifying hair mask and lubricants to combat vaginal dryness.

For the purposes of supporting and connecting women, Stripes also shares educational content on its site and offers a community space called The Hot Spot. To fill the void in research around women who are experiencing peri(menopause,) Stripes launched the Meno Institute during World Menopause Month.



8.0
Score

Popularity



Activity



Freshness



9 Related

8,178 Total Clicks

URL: [Hunt.to/498905](https://hunt.to/498905)

★ Advisor Pick

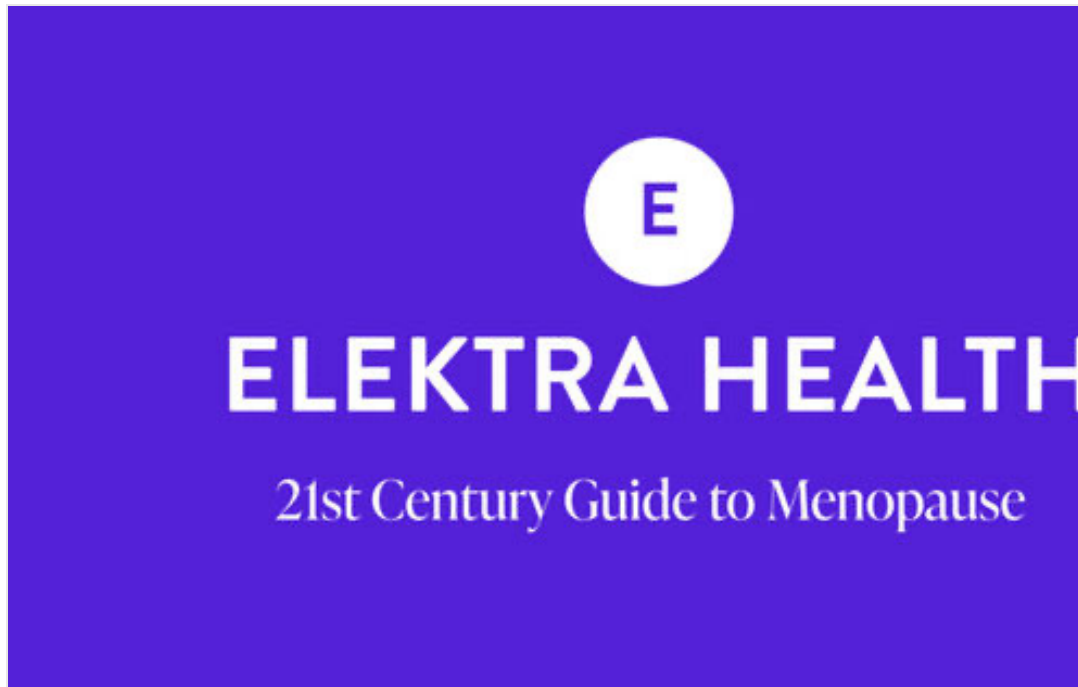
Empowering Menopause Platforms

Elektra Health Supports & Educates Women Experiencing Menopause

Elektra Health is a next-gen women's health platform that's on a mission to help women take control of their menopause journey with a mix of evidence-based education, care and community. On the digital platform, users will find a safe space to connect with and support other women, as well as proprietary symptom-based programs, telemedicine care from board-certified menopause specialists and direct support from menopause experts via text.

To get started, users can take a menopause assessment to get a sense of their top symptoms and get their questions answered. From there, Elektra Health helps with connecting users with a one-on-one menopause guide who can help with goal setting and creating a personalized plan that works for a user's lifestyle needs.

Elektra Health also offers support for women in the workplace, especially since 50 million women in their 30s to 50s are navigating the menopause transition and one out of five consider leaving due to the symptoms they experience.



6.8
Score

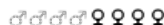
Popularity



Activity



Freshness



9 Related

8,109 Total Clicks

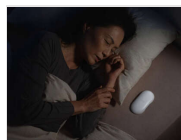
URL: Hunt.to/498828

Pebble-Like Handheld Health Devices

The OPPO OHealth H1 Has a Six-in-One Design

The OPPO OHealth H1 is a multifunctional health device created by the brand as part of its health-focused sub-brand to offer consumers a way to manage an array of needs in an intuitive way. The device is characterized by its pebble-shaped design that fits comfortably in the hand and is equipped with an array of sensors within to capture several health metrics. This includes tracking body temperature, blood oxygen, heart rate, ECG and more to offer an array of capabilities in a simple, intuitive way.

The OPPO OHealth H1 is designed with an array of tech-powered features, but is approachable enough to be easily used by consumers of any age or skill level. The device utilizes artificial intelligence (AI) technology to make the data it captures easier for users to understand.



7.2
Score

Popularity



Activity



Freshness



9 Related

12,892 Total Clicks

URL: [Hunt.to/494943](https://hunt.to/494943)

Biodegradable Plastic-Free Baby Wipes

WaterWipes Baby Wipes are Showing Off a Plant-Based Update

The WaterWipes baby wipes are being rolled out with a new profile to make them suited for environmentally conscious parents to use as a way to keep their child clean and fresh at changing time.

The wipes are formulated to be plastic-free and feature a plant-based profile that is biodegradable as well as compostable. The wipes are also manufactured using green energy to make them a holistically eco-friendly product and are USDA Certified Biobased.

Vice President at WaterWipes North America Lindsay Martin spoke on the updated WaterWipes baby wipes saying, "As the world has grown more environmentally conscious, so has WaterWipes. With the U.S. launch of biodegradable and plastic-free wipes, we're excited to offer a product that is better for the planet, without compromising the quality of our wipes. This launch marks another step forward in WaterWipes' commitment to sustainability."



5.0
Score

Popularity



Activity



Freshness



9 Related

4,977 Total Clicks

URL: [Hunt.to/474958](https://hunt.to/474958)

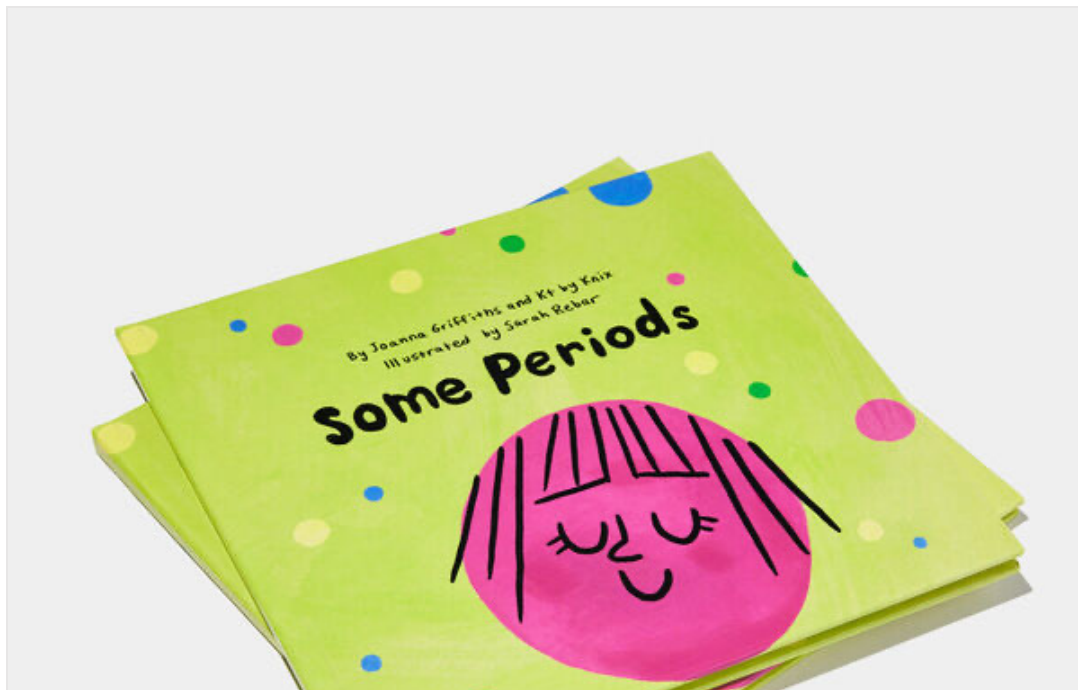
Kid-Friendly Menstruation Books

Kt by Knix Launched a First-of-Its-Kind Book About Periods

Kt by Knix, the sister brand to intimates and apparel brand Knix, created a children's book about menstruation called *Some Periods* to support early childhood education. This first-of-its-kind book for kids was inspired by Knix founder and president Joanna Griffiths' own experiences as a child, as well as the need for a resource to educate kids about preparing for puberty.

By bringing this topic out into the open, the brand wants to reiterate that periods aren't shameful or gross, and *Some Periods* aims to take the confusion and embarrassment out of the lives of young menstruators.

\$5,000 is being donated to I Support The Girls, an organization that's devoted to a similar mission with regard to empowering girls and women with period education and the right resources.



7.5
Score

Popularity



Activity



Freshness



9 Related

5,522 Total Clicks

URL: [Hunt.to/514798](https://hunt.to/514798)

Playful Reusable Diaper Designs

Charlie Banana Debuts a New Selection of Reusable Diaper Products

Charlie Banana, a reusable baby brand known for its gentle approach to skin and environmental sustainability, has officially launched a new collection of designs with fully recyclable FSC-certified paper. The latest collection introduces 13 captivating new prints featuring a spectrum of vibrant, cheerful colors alongside more casual and calming hues.

Some designs are heavily inspired by biodiversity, reflecting Charlie Banana's support for WWF through the 1% for the Planet initiative. The majority of Charlie Banana products are also now packaged in recyclable FSC-certified paper packaging, a departure from previously employed plastic components.

With the addition of 13 new shades, Charlie Banana's portfolio now encompasses 32 diaper designs for unique personalization. The brand also prides itself on using safe, lab-tested materials only.



5.6
Score

Popularity



Activity



Freshness



9 Related

2,049 Total Clicks

URL: Hunt.to/514444

Sustainable Nappy Packaging

Big Fish Reworks the Bambino Mio Brand's Packaging with Less Plastic

Bambino Mio, a reusable diaper or "nappy" brand, has been granted a new makeover courtesy of Big Fish. The brand revamp highlights a packaging update backed by the creative agency Studio Davis, as well as a shared goal of reducing plastic across all of its products.

The new packaging boasts impressive numbers, including a 69% reduction in plastic for the core nappy line, a 54% plastic reduction overall, a 77% reduction in small bundles, and a 62% reduction in large bundles. The new color palette consists of purple, blue, yellow, and white hues, as well as vibrant sky blue, apple green, and carrot orange additions.

"Big Fish is helping us spark a much-needed reusable revolution, making sustainability the convenient choice for parents. Nappies are an essential part of the reusable conversation, and we want to enable more people to reject disposable nappies and be part of the single-use plastic conversation," said Joreen Singh, marketing & innovation director at Bambino Mio.



5.9
Score

Popularity



Activity



Freshness



9 Related

3,319 Total Clicks

URL: [Hunt.to/512663](https://hunt.to/512663)

★ Advisor Pick

Eco-Friendly Baby Diapers

Healthybaby Diapers are Made of Plant-Based Materials

In response to the growing demand for clean and natural baby products, a Direct-to-Consumer (DTC) diaper brand called Healthybaby has emerged. Healthybaby's diapers are made with plant-based materials and comply with the Environmental Working Group's standards for chemical-free products. Thanks to a new partnership with retail chain Target, consumers will be able to shop Healthybaby products at local stores across the United States.

Healthybaby's foray into retail stores represents a significant development within the domain of baby products, as it brings an eco-conscious diaper option to a wider audience of parents seeking safer and more sustainable choices for their infants.

"I actually think if you want to change American consumption, I've figured out how you do it. You change the consumption of the new families that shop at Target," Shazi Visram commented.



6.1
Score

Popularity



Activity



Freshness



9 Related

4,148 Total Clicks

URL: Hunt.to/514440

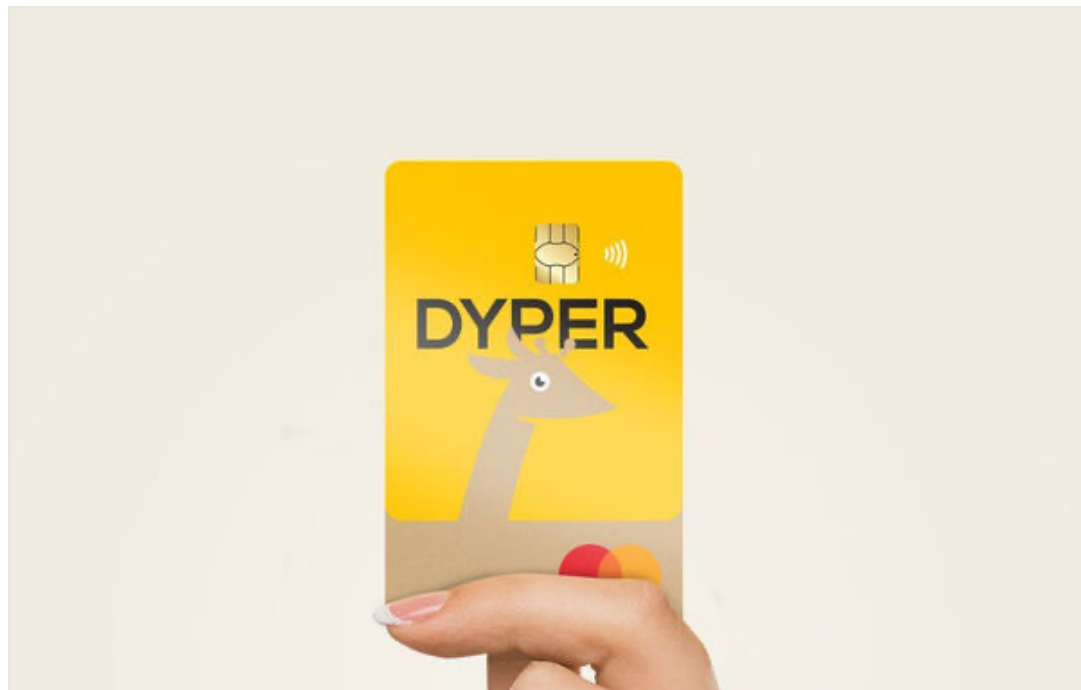
Caregiver Credit Cards

The DYPER Card Offers Free Diapers Or Unlimited Cash Back

Financial well-being is one of the fundamental pillars of wellness and responsible diaper company DYPER is committing to holistically addressing the needs of families with the all-new DYPER Card. This upcoming credit card offers qualified shoppers three free Super Packs of diapers upon card approval and a \$1.00 purchase, along with the ability to earn unlimited free diapers or a cash-back investment into an EarlyBird savings account.

To continue to care for kids even when they are no longer in need of diapers, families benefit from DYPER's partnership with EarlyBird which supports meaningful investments in a child's future.

Sergio Radovcic, Founder and CEO of DYPER, says, "Our DYPER Card is a game-changer, combining financial convenience, investment opportunities, and free diapers." This card for caregivers is changing the way families spend now and invest for a prosperous future.



6.2
Score

Popularity



Activity



Freshness



9 Related

3,172 Total Clicks

URL: [Hunt.to/510448](https://hunt.to/510448)

Leakproof Active Baby Diapers

Pampers Swaddlers Now Come in Size 8 for Babies Up to 46-Pounds

Pampers Swaddlers are being introduced in a new size option from Procter & Gamble to provide parents with a way for active babies to stay protected from leaks. The diapers now come in size 8, which is rated for babies up to 46-pounds and have a skin-safe form that's up to 100% leakproof for better peace of mind. This is achieved thanks to Dual Leak-Guard Barriers that work to trap moisture, while still ensuring babies are as comfortable as possible.

The new Pampers Swaddlers size is being offered online and in-stores at Walmart, and responds to consumer demand for larger diapers at an affordable price point. The product comes with 38 diapers in each box to maximize value.



5.7
Score

Popularity



Activity



Freshness



9 Related

8,152 Total Clicks

URL: [Hunt.to/509423](https://hunt.to/509423)

Awareness-Raising Luxury Diapers

The Diapér by Goop Brings Attention to the Diaper Tax

From jade eggs to proactively named candles, Gwyneth Paltrow's Goop knows how to get people talking about its alternative wellness products—including a \$120 "luxury diaper." This product boasts a bergamot scent, virgin alpaca wool lining and amber gemstones but this time, the product is being used to highlight the diaper tax that impacts low-income families.

The price of the luxury diaper (which officially goes by the name The Diapér) was chosen to represent the figure that diaper tax could cost families each year. Diapers are not listed as essential items across 33 states and they are taxed at the same rate as other luxury goods. To bring awareness to this issue, Goop is working with the nonprofit organization Baby2Baby to help bring basic necessities, including diapers, to low-income families and parents in need.



5.1
Score

Popularity



Activity



Freshness



9 Related

16,391 Total Clicks

URL: [Hunt.to/478605](https://hunt.to/478605)

Biodegradable Menstrual Pads

C is an Eco-Friendly Feminine Care Brand Founded by Two Saudi Sisters

C., a company founded by Saudi sisters Nora and Joud Alorainy, is making waves in the feminine hygiene industry with its women-oriented organic and biodegradable menstrual pads. The duo's unique discovery of the positive impact of biodegradable and organic pads inspired them to establish C., with a mission to raise awareness about the importance of utilizing products like these.

Conventional single-use menstrual products contribute significantly to the global waste problem, and eliminating products like these from our hygiene collection contributes to a healthier, happier planet. C.'s pads are free from chlorine bleaching, pesticides, fragrances, chemicals, and polyester.

C.'s commitment to quality, safety, and environmental responsibility is exemplified by the esteemed certifications they have obtained from recognized global organizations. The brand is currently certified by the International Organization for Standardization, the US Food and Drug Administration, [continued online]



6.4
Score

Popularity



Activity



Freshness



9 Related

4,434 Total Clicks

URL: [Hunt.to/514450](https://hunt.to/514450)

Breathable Bamboo Sanitary Products

KNH Releases a Series of Bamboo Sanitary Products for Women

Personal hygiene brand KNH has developed a range of biodegradable sanitary pads, panty liners, and tampons.

Bamboo fiber, known for its abundance of micro-sized pores, offers swift absorption and exceptional breathability in the areas that matter most. Furthermore, bamboo fiber exhibits inherent bacteriostatic qualities, with "bamboo quinone" as a protective shield against threats from insects and viruses. This makes the material a suitable choice for sanitary products, as the prevention of dirt and bacteria is necessary for a healthy body.

Bamboo also contains no residual pesticides, so consumers can feel confident about what they're using for their bodies. The primary absorbent material found in these sanitary pads consists of natural fluff pulp, distinguished by its certification from the Forest Stewardship Council (FSC).



6.6
Score

Popularity



Activity



Freshness



9 Related

4,092 Total Clicks

URL: [Hunt.to/514459](https://hunt.to/514459)

Fall-Scented Flushable Wipes

DUDE Wipes DUMPkin Spice Flushable Wipes Offer an Aromatic Experience

The fall season is just around the corner and is thus seeing brands respond with a series of autumnally themed products, but the DUDE Wipes DUMPkin Spice Flushable Wipes come as a decidedly unexpected option. The wipes are characterized by their extra-large size that's crafted out of plant-sourced fibers and are scented with the fall season in mind. This includes notes of clove, nutmeg and more, which will call to mind the aroma of pumpkin spice lattes or other fall-themed foods.

The DUDE Wipes DUMPkin Spice Flushable Wipes are likely to be a hit amongst consumers with a true penchant for pumpkin-scented products, but will also make waves as a slightly obscure cosmetic option for men or women alike.



8.1
Score

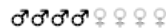
Popularity



Activity



Freshness



9 Related

3,945 Total Clicks

URL: Hunt.to/513572

★ Advisor Pick

Sustainable Anti-Bacterial Wipes

biom Launches its Eco-Friendly Wipe Solutions

biom is a new DTC company dedicated to encouraging consumers to embrace sustainable habits through its wipe solutions. The biom wipes and refillable dispensers are as functional as they are stylish. The eco-friendly company provides plastic-free and plant-based wipes made from 100% viscose.

The wipes are skin-friendly and biodegradable. Moreover, they contain all-natural scents derived from essential oils. biom is offering consumers its Starter Kits to help them begin their sustainability journey. The kits includes a refillable dispenser, sanitizing wipes, and all-purpose cleaning wipes. The sanitizing wipes are effective against 99.9% of germs, ideal for bathrooms, gyms, and offices, available in Eucalyptus Chill and Bergamot Bloom Scents. The all-purpose wipes are available in Lavender Ease and Grapefruit Zest scents.



7.4
Score

Popularity



Activity



Freshness



9 Related

12,495 Total Clicks

URL: Hunt.to/475516

Multi-Action Body Care Pads

LAPCOS' Milk Feel Body Exfoliating & Cleansing Pad Boasts AHAs & BHAs

The Milk Feel Body Exfoliating & Cleansing Pad by LAPCOS is a two-in-one body care product that comes from Korean bathing traditions and it works to exfoliate, cleanse and moisturize all in one. While one side of the product (the yellow one) exfoliates with a combination of alphahydroxy and betahydroxy acids, the softer white side soothes with soothing, anti-inflammatory ingredients like tea tree extract and milk protein extract.

The dual-action body care product polishes skin for a softer feel and removes dead skin cells, dust and impurities with a few swipes. This glow-boosting Milk Feel Body Exfoliating & Cleansing Pad is ideal for those with dull or damaged skin, as well as those who want to target areas of uneven texture and dryness.



5.9
Score

Popularity



Activity



Freshness



9 Related

6,093 Total Clicks

URL: [Hunt.to/485257](https://hunt.to/485257)

Durian-Based Wet Wipes

The C2+ Wet Wipes are Made with Ground Durian Husks

Singapore-based med-tech start-up N&E Innovations uses specific parts from ground durian husks to create wet wipes.

Durian is arguably the most prized of all produce in Southeast Asia and these C2+ wet wipes help to make the most of an abundant material. These wet wipes help to repurpose a part of a popular fruit that often goes to waste. Didi Gan, founder of N&E Innovations, says "out of the 744m food waste generated annually in Singapore, around 12m is completely durian husk. Around 60% of a durian gets thrown away while we consume the flesh, usually around 40% of the fruit."

To create these C2+ wet wipes, N&E Innovations grinds and blends the durian husks, then boils them and extracts certain parts.



6.3
Score

Popularity



Activity



Freshness



9 Related

19,778 Total Clicks

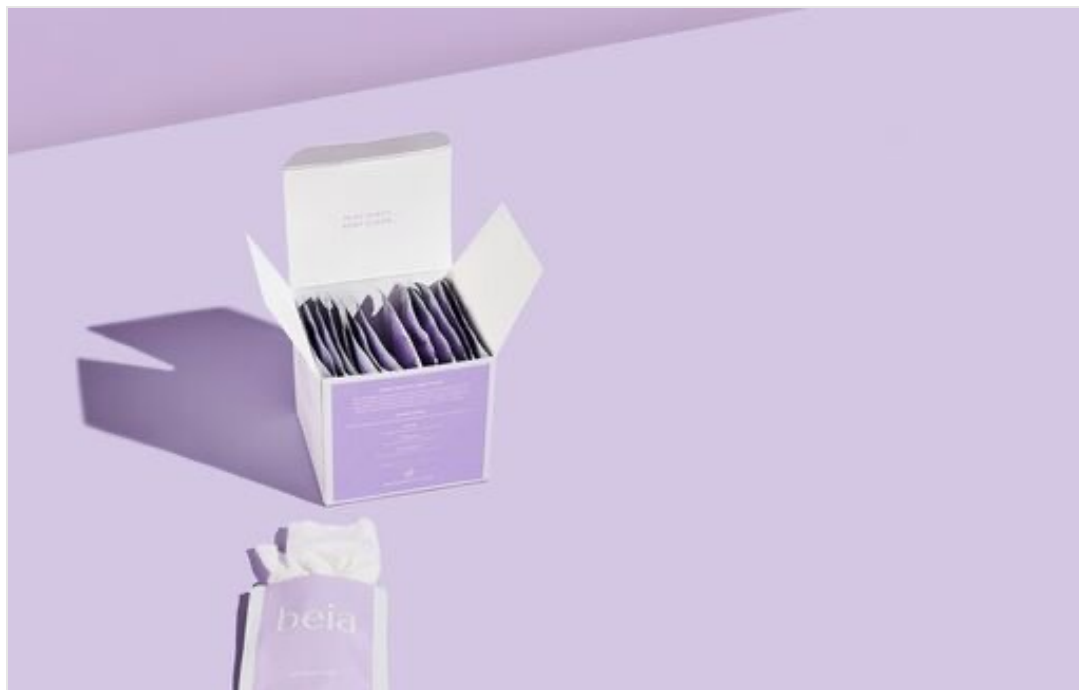
URL: [Hunt.to/487841](https://hunt.to/487841)

Hydrating Body Wipes

Beia Beauty Launches its Hydrating Refresh Wipes for the Body

Beia Beauty, a luxury skincare brand, introduced its Refresh Wipes for the Body to the cosmetic industry. The wipes are designed to eliminate odor while hydrating the skin. They are ideal for use after an intensive workout, pre-intimacy, or to freshen up throughout the day.

Beia's new wipes are pH-balanced to ensure safe use on the whole body, including intimate areas. Each box is equipped with 15 rejuvenating wipes. The formula is dermatologically tested and boasts vegan ingredients. The cruelty-free wipes contain aloe vera, known for its soothing moisturizing and humectant properties. It also contains hyaluronic acid designed to quench the skin, as well as green tea, and tea tree to soothe with its anti-inflammatory products.



6.0
Score

Popularity



Activity



Freshness



9 Related

6,142 Total Clicks

URL: [Hunt.to/476211](https://hunt.to/476211)

Flushable All-Purpose Wipes

Twipes are Gently Microbial Biodegradable Wipes That are Safe to Flush

Flushable wipes are often marketed as "flushable," but in reality, they do not disintegrate properly in the sewer system, causing clogs and environmental hazards—Twipes set out to change this with the first truly flushable, biodegradable wipes. These all-purpose wipes are safe for the whole body and they're gently microbial, made of natural cellulose fibers from FSC-certified forests.

Twipes' packaging is 100% recyclable plastic, which was chosen to be as environmentally conscious as possible. "Unfortunately, there's no getting around the plastic issue in a health setting, such as wet wipes," said McIntosh, "Due to hygiene and sanitary purposes, the only two options are either plastic materials or metals." While plastic is recyclable, metals add to the shipping weight and carbon of transportation.



7.0
Score

Popularity



Activity



Freshness



9 Related

4,072 Total Clicks

URL: [Hunt.to/511404](https://hunt.to/511404)

Flushable Feminine Wipes

Goodwipes' 100% Biodegradable 'Fresh Down There Wipes' are PH-Balanced

Goodwipes' 'Fresh Down There' Flushable Wipes are a game-changer when it comes to personal hygiene. These individually wrapped wipes are made with 100% plant-based fibers, making them eco-friendly and biodegradable. They are also flushable, which means they won't harm the environment or clog your pipes when disposed of properly.

But what really sets these wipes apart is their gentle and effective formula. Goodwipes Fresh Down There Flushable Wipes are pH-balanced to match the natural acidity of your skin. This helps to prevent irritation and maintain a healthy balance of bacteria. They are also infused with natural ingredients such as aloe, vitamin E, chamomile, and lavender, which help to soothe and moisturize your skin.

The light and refreshing scent of these wipes comes from soaking botanicals in water. This means they are free from synthetic fragrances, which can be irritating to sensitive skin. The wipes are also hypoallergenic and free from toxins, making them safe and gentle for even the most sensitive skin.

The individual packaging of these wipes makes them convenient and portable. You can take them with you wherever you go, making them perfect for [continued online]



6.1
Score

Popularity



Activity



Freshness



9 Related

4,515 Total Clicks

URL: [Hunt.to/498741](https://hunt.to/498741)

Skin-Caring Incontinence Pads

TENA's Sensitive CarePads Feature a SkinComfort Formula

About 77% of women with bladder weakness report experiencing irritation and discomfort when wearing incontinence protection products and TENA's Sensitive CarePads were created to support intimate skin health. These are the first-ever bladder weakness pads enriched with TENA's new SkinComfort Formula and they have feature materials that are soft, skin-friendly and breathable to better protect intimate skin and provide lasting comfort.

Millions of women are supported by products by TENA and these new pads deliver the same level of triple protection against leaks, odors and moisture. Dermatologically approved by the Skin Health Alliance, the TENA Sensitive Care Pads incorporate features like plush side barriers, a Duolock core and a secure fit so that women can go about their day without worry, irritation or discomfort.



4.7
Score

Popularity



Activity



Freshness



9 Related

7,029 Total Clicks

URL: Hunt.to/508155

Biodegradable Single-Use Soap

Researchers at the Imperial College London Develop the Tab Soap

Scientists at the Imperial College London have developed a new single-use tab soap, which is entirely biodegradable and offers a more affordable solution to make hygiene more accessible to certain areas. The team created a system that could be scaled up to be beneficial to the masses.

They found that although soap is the combative option to dirt, locals often understood it to be a contaminated object, which makes it difficult to keep near the toilets without feeling like it may be soiled in the process. Overtime the team developed five different prototypes and landed on the Tab Soap. It is made from sustainable bamboo-based textiles that are doused in soap. Once it is used, the remnants can be disposed of in the toilet to decompose by itself.



5.6
Score

Popularity

Activity

Freshness



9 Related

4,226 Total Clicks

URL: [Hunt.to/506978](https://hunt.to/506978)

Intimate Female Care Products

My Girl Wellness is a Leading Brand in the Field of Intimate Care

My Girl Wellness is a leading brand in the field of intimate care, offering innovative products designed to enhance pleasure and prioritize self-care.

The brand's Glad You Came Wipes provide a convenient solution for cleansing and refreshing intimate areas. These dual-action wipes, used in a dry-wet sequence, ensure thorough cleaning while soothing and hydrating sensitive skin. For heightened pleasure, the Panty Dropper is a sensation serum that intensifies clitoral pleasure, enhances climaxes, and improves blood flow. To enjoy the benefits of both products, the Bedroom Bundle includes the Glad You Came Wipes and the Panty Dropper, providing a comprehensive solution for pre and post playtime care.

Consumers can explore the range of My Girl Wellness products online and prioritize their pleasure with the brand's innovative offerings.



Panty Dropper



Glad You Came Wipes

7.6
Score

Popularity



Activity



Freshness



9 Related

4,919 Total Clicks

URL: [Hunt.to/507898](https://hunt.to/507898)

Comprehensive Intimate Care Kits

Goodwipes Boasts a Rosewater-Infused Products for Intimate Care

Goodwipes—a brand focused on using the highest quality of ingredients in the most gentle and free-from formulas—boasts a convenience-focused intimate care kit that will help consumers take good care of their bodies. The set includes a comforting wash and wipe combo. Both products are specifically formulated to take care of "the most sensitive areas."

Through the intimate care kit, Goodwipes wanted to bring an experience that is beneficial and pleasant to consumers. As such, the combination of products combines actionable ingredients such as "soothing calendula and naturally antimicrobial clary sage." The latter also helps balance hormones and release stress. The formulations also have a nice rosewater scent.

Goodwipes' wipes are hypoallergenic, made with plant-based fibers, and can be safely flushed in the toilet—which is certainly rare for offerings of this type.



5.3
Score

Popularity



Activity



Freshness



9 Related

6,111 Total Clicks

URL: Hunt.to/497185

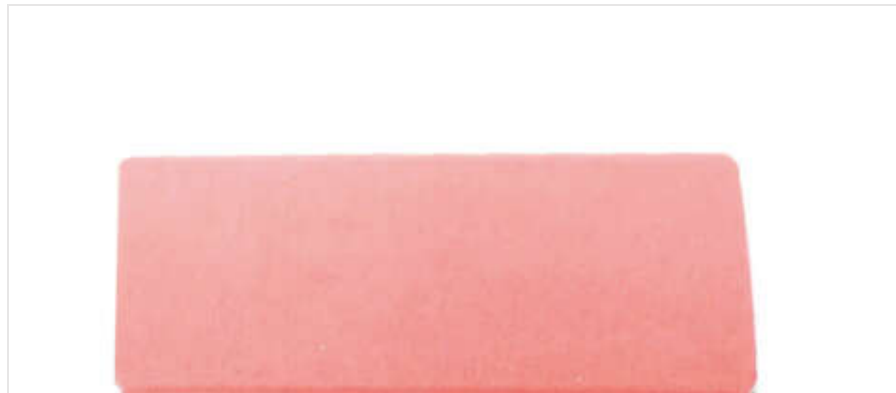
Refreshing Intimate Cleansing Wipes

Rosebud Woman Offers a Refreshing and Gentle Experience

Rosebud Woman's Refresh Intimate Cleansing Wipes present "a gentle but effective leave-on cleanser and toner." Designed to soothe and refresh one's intimate area, the brand recommends this product be used before and after waxing, toileting, sex, and exercise. The formula, which has no soaps or surfactant, cleanses and removes undesirable bacteria without irritating the area.

In terms of ingredients, Rosebud Woman infuses its intimate cleansing wipes with Tea Tree, lavender, and hydrogen peroxide (H2O2) for an effective cleansing and toning experience. Aloe and witch hazel are added to soothe the skin.

Each packet contains 15 single-use intimate cleansing wipes. The brand used ecologically certified bamboo cloth in the making of this product to signal its commitment to sustainability. The wipes are also cruelty-free.



6.7
Score

Popularity



Activity



Freshness



9 Related

8,136 Total Clicks

URL: Hunt.to/488350

★ Advisor Pick

Biodegradable Cleaning Wipes

The Cheeky Panda Antibacterial Multi-Surface Wipes are FSC-Certified

The Cheeky Panda Antibacterial Multi-Surface Wipes are a new addition to the brand's range of paper products perfect for consumers to use as a way to keep items or surfaces clean. The wipes are crafted with bamboo fibers that are Forest Stewardship Council (FSC)-certified and 100% biodegradable thanks to a series of plant-based cleaning ingredients in the formula. Manufactured in the UK, the wipes come in 90-count packs that are crafted with 30% recycled plastic content for the wrapper to further enhance the eco-friendly focus of the cleaning product.

UK Fast-Moving Consumer Goods Sales Manager Alex Winyard commented on inspiration behind The Cheeky Panda Antibacterial Multi-Surface Wipes saying, "In recent years, 70% of consumers have either been actively looking for or considering products which can help them to reduce their personal impact upon the planet. It's about more than just offering an easy to recycle outer box or bottle though. Consumers are looking at the fundamentals of the business' ethos as well as how the company's products are sourced, manufactured and used."



5.6
Score



9 Related

13,649 Total Clicks

URL: Hunt.to/498309

Flushable Sustainable Sanitary Pads

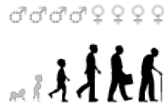
Fluus is a Sustainable New Menstrual Sanitary Pad

UK-based brand Fluus presents its new design in the form of a flushable sanitary pad to push the industry towards a more green solution. The eco pad was flushed away and then torn apart when it travels throughout the sewers. When it reaches any water treatment center, it breaks down to half of the size of an eyelash.

After this process, it can be treated with toilet paper and sewage before it is transformed into clean water and usable fertilizer. In contrast, the conventional pad is made up of 90% plastic, and one entire pack is guessed to be worth four plastic bags. The eco pad is made from three main materials the top and bottom sheet are from cellulose plant fibers, the middle is made from biodegradable polymers and cellulose plant fibers, and the adhesive is made from tree sap.



8.2
Score



8 Related

7,108 Total Clicks

URL: Hunt.to/505485

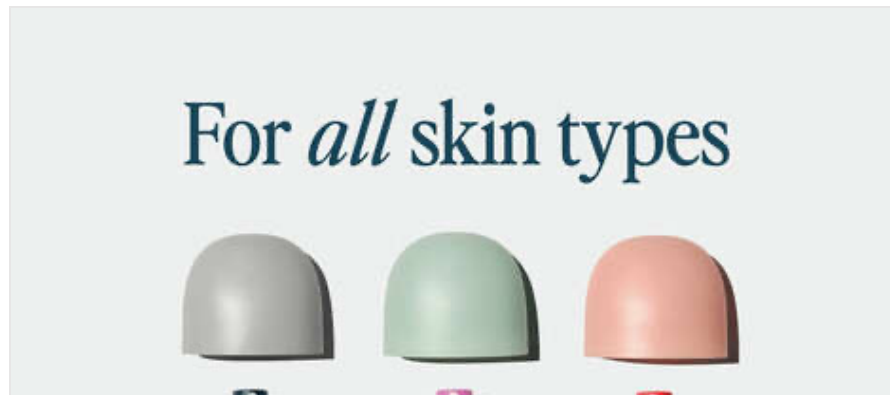
Microbiome-Balancing Intimate Sprays

The Everywhere Spray-To-Wipe Reduces Single-Use Wipes

The Everywhere Spray-To-Wipe by Luna Daily is an eco-friendly alternative to single-use wipes and it takes the form of a microbiome-balancing intimate-care product that's pH-balanced, enriched with probiotics and travel-ready.

For the face and body, consumers are purchasing products that support a balanced skin microbiome because they are becoming more aware of the importance of maintaining a healthy skin barrier. Knowing that a balanced skin microbiome means happier, healthier skin, consumers are investing in solutions to protect their skin from harmful environmental factors and avoiding products that could potentially disrupt their natural skin flora.

To ensure that all consumers can experience the care and comfort they desire, the brand offers variations on this formula, including a fragrance-free option and a hydrating formula for those with dry, dehydrated or hormonally reactive skin.



6.8
Score

Popularity



Activity



Freshness



9 Related

4,707 Total Clicks

URL: [Hunt.to/502745](https://hunt.to/502745)

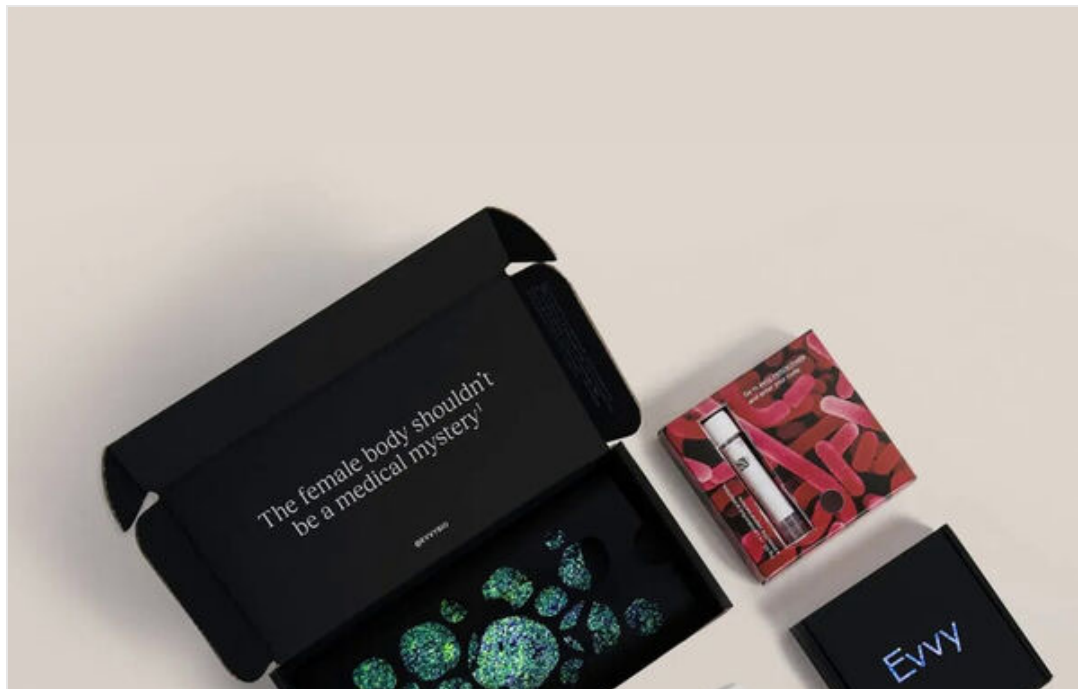
Intimate Care Microbiome Kits

The Evvy Vaginal Microbiome Test Detects Specific Types of Bacteria

The Evvy vaginal microbiome test promises to uncover all bacteria and fungi with a single swab and help women understand the results with a free one-to-one coaching call and action steps.

"Women weren't required to be in clinical research until 1993," says Priyanka Jain, who co-founded femtech start-up Evvy in 2021 with Laine Bruzek, "And that lack of information leads us to the state of today that women are on average diagnosed four years later than men across over 700 diseases." To remedy this, Evvy was born and it uses DNA samples to detect specific types of bacteria in the vagina.

According to Jain, there are biomarkers that only exist in female bodies and many tend to go overlooked by both the medical and scientific communities. Evvy promises to help women avoid or deal with abnormal microbiome issues and help women experience better healthcare outcomes.



4.4
Score

Popularity



Activity



Freshness



9 Related

7,514 Total Clicks

URL: [Hunt.to/495622](https://hunt.to/495622)

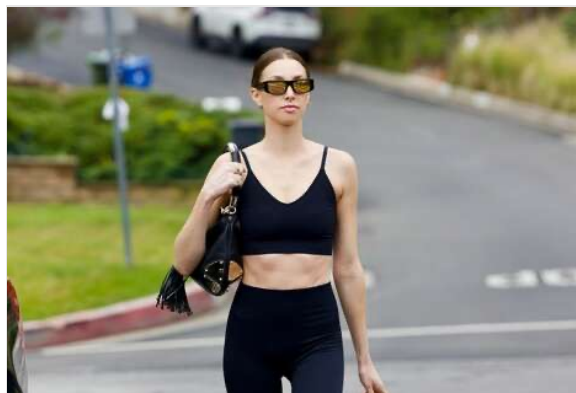
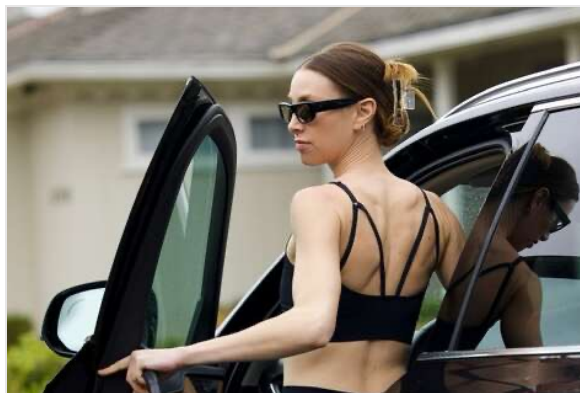
Inclusive Streamlined Activewear

Knix Recently Debuted the Move For You Activewear Collection

Knix, a leading activewear brand, has recently launched a new collection of activewear designed to empower their community to move as much as they please in comfortable, fashionable, and fun clothing that makes them feel good. The new collection includes a range of fresh, vibrant colors, including Circuit (pattern), Berry, Tangerine, Cobalt, and Moody Blue. It is available in a variety of products, including sports bras, leggings, shorts, skorts, and underwear.

In addition to the new activewear line, Knix has also made some updates to some of their popular products, such as the Good to Go Seamless Tank, which has been lengthened by 2.5cm for more tummy coverage, and the Good to Go joggers, which no longer have a drawcord for a more streamlined look. The Good to Go crewneck sweater has also been lengthened and has a waistband for a classic look and easier fit.

Knix is committed to listening to its community and creating products [continued online]



6.8
Score



9 Related
11,456 Total Clicks
URL: Hunt.to/495882

Exclusive Travel Kits

Harry's Collaborates with Artist Matt McCormick for Exclusive Travel Kit

This September, personal care brand Harry's is set to unveil a limited edition travel kit, crafted in partnership with renowned artist Matt McCormick. This collaboration, titled Harry's x Matt McCormick, is a part of the brand's Mammoth Series, which celebrates innovative partnerships with the creative world.

Drawing inspiration from McCormick's artwork, which often portrays mavericks and non-conformists, the travel kit resonates with Harry's core belief that masculinity is multifaceted. Priced at \$125, the kit is a blend of functionality and artistry, featuring essentials encased in a raw leather and waxed cotton canvas bag adorned with McCormick's exclusive artwork. The kit boasts a custom solid brass handle, TSA-friendly personal care items, and German-engineered razor cartridges.

Coinciding with the product launch, Harry's will inaugurate "The Harry's Motel" in downtown New York City from September 22-23rd. This immersive [continued online]



7.7
Score

Popularity



Activity



Freshness



9 Related

10,662 Total Clicks

URL: [Hunt.to/514984](https://hunt.to/514984)

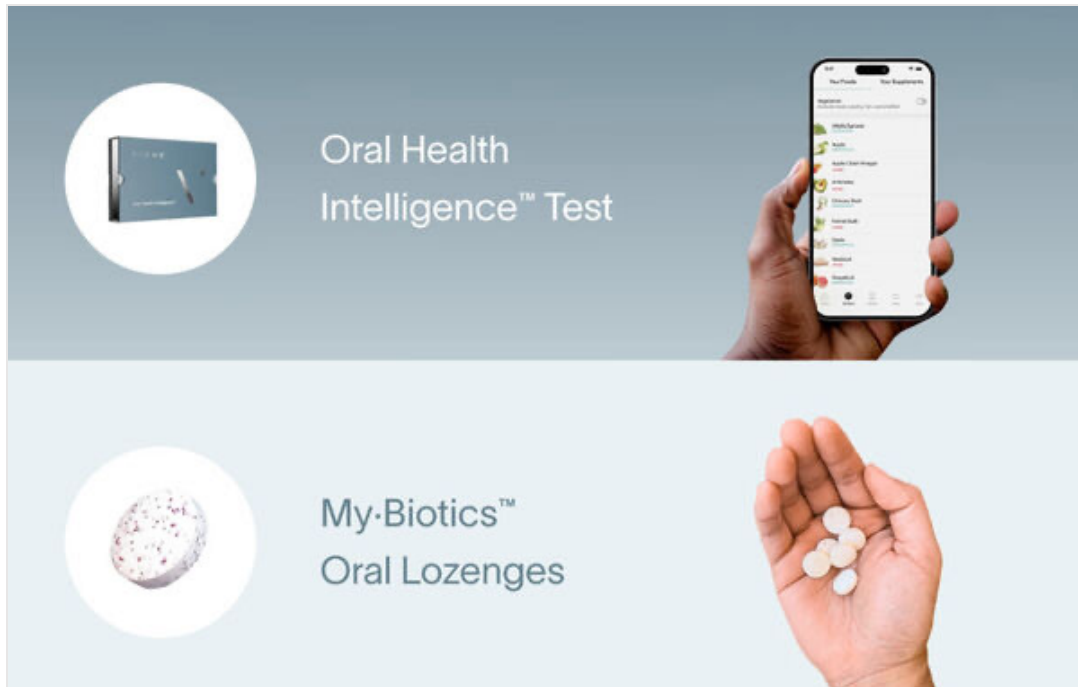
Oral Health Test Kits

Viome's Oral Health Solution Bundle Delivers Personalized Care

Viome's Health Solution Bundles empower consumers to take control of different aspects of their health and wellness like gut health, full body health or the newest option, oral health. The Oral Health Solutions bundle by Viome was created to provide protection against "harmful oral microbial activity to support a healthy mouth and body with personalized oral biotics and supplements." The bundle takes a multi-pronged approach to this goal with an Oral Health Intelligence Test, Rx My-Biotics Oral Lozenges with prebiotics, probiotics and postbiotics, plus other personalized ingredients.

Those who want to experience next-level oral health can upgrade from Oral Health Essentials to Oral Health Complete, which enhances the customized wellness experience with Precision Supplements delivered on a monthly basis.

As Viome expresses, the "mouth is a gateway to [the] body and a first line of defense," and this bundle is effective for addressing the root cause of issues like gum sensitivity, bad breath, plaque formation and more.



6.7
Score

Popularity



Activity



Freshness



9 Related

4,219 Total Clicks

URL: [Hunt.to/514666](https://hunt.to/514666)

Vitamin-Enhanced Mints

quip Mints Support Oral Health with Vitamin D, Zinc and Xylitol

quip is a modern oral health care company that's devoted to making oral health simple, accessible and enjoyable and its newest release, quip Mints, continues its mission. This new oral care solution introduces vitamin-enhanced mints to share the benefits of Vitamin D, zinc and xylitol, without cavity-promoting sugar. In fact, one quip Mint contains 25% of the daily dose of the recommended Vitamin D intake to support a healthy mouth.

These peppermint-flavored mints are not just refreshing and confidence-boosting, they also help to bolster oral health and overall wellness. With on-the-go use in mind, quip introduced its newest product in a reusable, travel-friendly dispenser, and those who use quip ADA-accepted Gum can make the most of the same interchangeable, one-click container.



8.3
Score

Popularity



Activity



Freshness



9 Related

9,059 Total Clicks

URL: [Hunt.to/513460](https://hunt.to/513460)

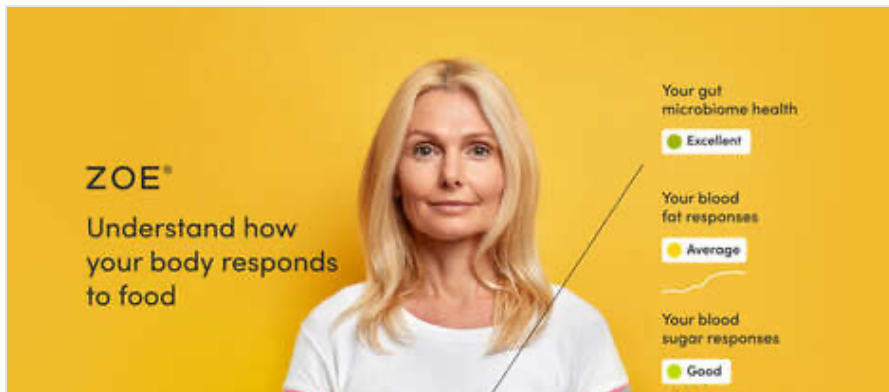
Personalized Nutrition Memberships

Zoe Helps People Eat in a Way That Makes Them Feel Better

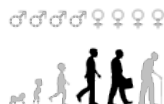
Health is holistic, and Zoe is one company that's empowering people with a comprehensive understanding of how food impacts their bodies by adopting an integrated approach that considers nutrition, lifestyle and overall well-being. This personalized nutrition program from the world's largest nutrition-science study aims to help people get more enjoyment out of life, starting with the gut and metabolic health.

As a result of using Zoe's at-home tests, personalized food scores to support healthier choices and habit-building hacks, users see a shift in their energy levels and satiety, as well as how well they sleep at night and how comfortable they feel in their bodies.

Getting started with Zoe is as simple as ordering at at-home test, then signing up for a membership to support ongoing health.



8.7
Score



9 Related
7,850 Total Clicks
URL: Hunt.to/511574

Appendix

Get More From Your Experience

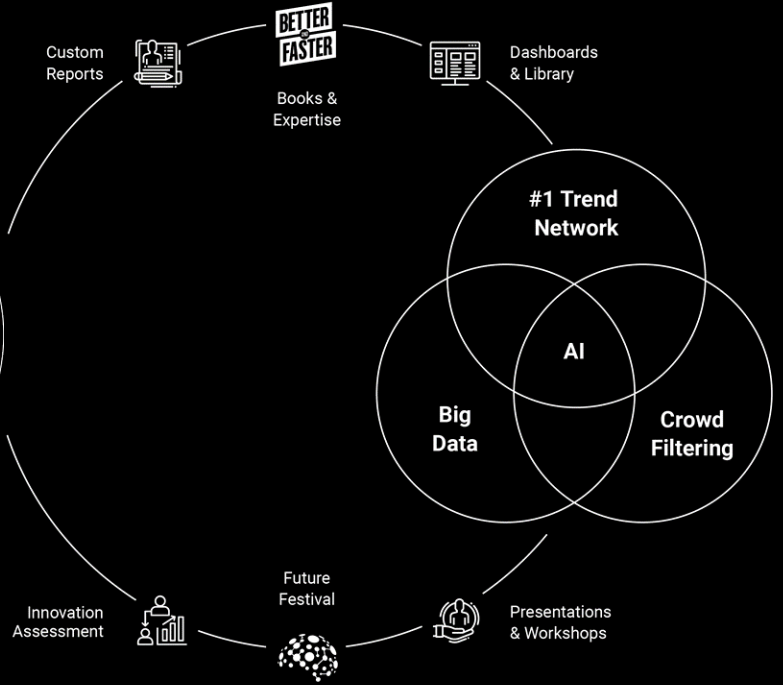
Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



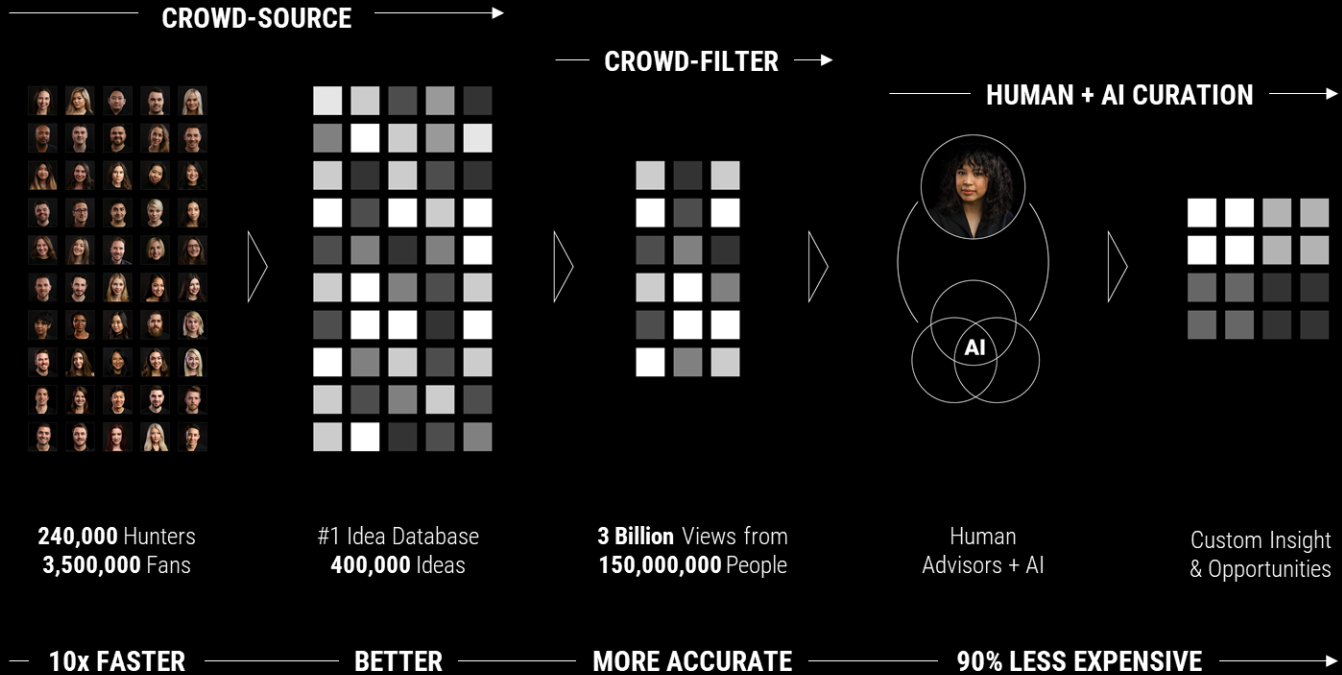
**YOUR DEDICATED
ADVISOR**

Courtney Scharf
courtney@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturalty</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric

Manufacturers are updating vintage vehicles to have electric capabilities.

Score: 8.8

8.8 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Consumer Insights:
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles

The Expedition Camper (EC) has a dual-level, carbon-fiber body.

Score: 9.2

9.2 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

Specific Examples:
Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new opportunities on this topic, well as featured in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at the bottom of our dashboard.

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

Clustered Lists:
Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8 Score

Popularity: ██████████

Activity: ██████████

Freshness: ██████████

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

Retro Hybrid Electric Watercrafts
The Lake Arrowhead Boat Club is looking for new ways to keep its fleet of vintage boats on the water.

Custom Vintage Electric Cars
Storage Units, Loveland, CO, High Prices For SUVs, and the Car Market.

Electrically Restored Classic Cars
The Classic Car Club from Dallas is looking for new ways to keep its fleet of vintage cars on the road.

Retro Car-inspired eBikes
The eBike Market is looking for new ways to keep its fleet of vintage bikes on the road.

8.8 Score

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.

How could your brand lessen its environmental impact?

Overlooked Opportunity 85: Workshop Question

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

All-in-One Litter Boxes
The Turb & Paw-Cool Litter Box Combines Cleaning and Mats.

The Turb & Paw-Cool Litter Box is a unique innovation that has been designed to help pet owners keep their cats and dogs clean and healthy. It features a built-in litter box, a water dispenser, and a mat that can be used to wipe off paws. The product is made from high-quality materials and is easy to clean. It is a great solution for pet owners who want to keep their pets clean and healthy.

9.2 Score

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**

