



© 26 October 2021, 11:10 (CEST)

Vegan anti-odorant brand, nuud, releases the Gift Pack

The gift that keeps on giving fresh armpits

Amsterdam, October 26 2021 - [Nuud](#), Dutch disruptor in the personal care industry, introduces a seasonal variation for the holidays – the Gift Pack – a new limited edition of four festive tubes, containing nuud's unique and super effective formula in ready-to-gift packaging. The perfect gift for your environmentally conscious friend, partner, mother, or co-worker. The Gift Pack will be available online from 26 October at nuudcare.com.

Value-focused this holiday season

With the launch of the Gift Pack, nuud continues to provide its customers value-saving options for the gifting season. Each festive tube is 20ml, which means enough nuud for 40 weeks of natural freshness. For just €39,95. That's 20% cheaper than their best-selling Smarter Packs.

Ultimately, this is of course a gift for armpits. Your own pits or those of someone else you love. Because that's what nuud is all about: making armpits happy.

— Co-founder and Creative Director, Wilbert Leering

Super effective and totally innocent

The superstar ingredient in nuud is Ecocert micro silver which naturally neutralizes the bacteria that cause sweat to smell. Natural oils (almond, coconut, and castor) ensure that the micro silver stays just where it should. Nuud is proud to be completely vegan and is free of incomprehensible chemicals, aluminium, parabens, and salts. It doesn't contain artificial scents or alcohol and is fragrance-free, making nuud the best solution for sensitive skin. As nuud doesn't contain aluminum, it also doesn't leave pesky stains on clothes.

Sustainable packaging & distribution

Nuud comes as a super concentrated cream. So, unlike conventional deodorants, you don't need to use a lot. Apply a pea-sized amount and you'll be odor-free for days (the average is three). Using less means producing less; which means less packaging and less frequent shipping.

Nuud's tube is bioplastic; made from sugarcane and 100% recyclable. It comes packaged in an unbleached FSC-cardboard box. To offset the carbon incurred by postal delivery services, nuud makes sure its own distribution is climate neutral.

About nuud

Nuud is a Dutch direct-to-consumer anti-odorant scale-up. The founders of nuud believe it's time for a change in the deodorant world. So they're turning the industry around and resolving all the major disadvantages of deodorant-use in one go with a revolutionary 'anti -odorant' formula. The hyper-concentrated cream is based on natural ingredients and packaged in a tube made out of sugar cane; it is both highly effective and has minimal impact on the environment.

NOTE FOR EDITORIAL TEAMS

Find all high-res imagery here: https://nuud.pr.co/media_kits/

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nuud - fresh armpits worldwide