

Naïf Waterless

KIDV Showcase



NAÏF

Product & Impact Proposition

Taking care of your baby goes hand in hand with taking care of the planet

Waterless refills are *a leap towards a greener future*, changing how parents care for their babies and transforming the industry

By eliminating the need of excess water in transportation, we *reduce carbon emissions and plastic waste*, and contribute to a healthier planet



Product & Impact Proposition



- Wash products contain >80% water
- With smaller packaging we can transport more products at the same time = fewer trucks



- In 20 years there will be 50 kg of plastic on every meter of the coastline
- 44% of plastic is used for packaging
- $\pm 40\%$ of all plastic products are thrown away within a month



- The good: good price/quality, convenience, easy to use (fast refilling, lightweight) & hygienic
- The bad: inconvenience, poor quality packaging, hassle to use and store, refill does not work



Overcoming Challenges

Increased time to market

Maintaining product quality

Supply chain complexity

Selling empty bottles?



Meaningful Change, Measurable Impact!

By using Naïf Waterless bottle and 4 refill powders, you will **save 64% CO2 per year** compared to using 5 Naïf tubes of 200ml (made from recycled plastic).



* The average parent buys shampoo for his/her child 5 times a year (Source: Naïf survey N=500). These figures are based on both shampoo refills and bottles.

Consumer Feedback & Validation

The Good

- Sustainability
- Portability
- Ease of use
- Product effectiveness

Areas for improvement

- Value & quality perception
- Product texture & consistency



Next Steps

Closely monitor customer feedback

Optimize products for ease of use
and durability

Dealing with water quality

Working together with retailers



We help all parents to take good care,
without worry



Thank
you!