



Natural Deodorant Overview

March 2021

What makes a deodorant 'natural?'

Natural deodorants are defined as aluminum-free and paraben-free, but often have other characteristics or benefits.

Aluminum-free



Aluminum: Used in antiperspirants to prevent sweating. Deodorants typically do not contain aluminum – they are formulated to deodorize (make sweat smell better).

Paraben-free



Parabens: Synthetic chemicals that are used as preservatives in a variety of products including cosmetics, pharmaceuticals, and food.

Common attributes



Vegan, cruelty free, safe ingredients, contain essential oils, no artificial colors or fragrances

Benefits of natural deodorant

Benefits

- Allows sweat
- Less irritation
- Health benefits
- Aligns with sustainable values

Drawbacks

- Significant transition period
- Ingredients vary
- May lose effectiveness over time
- Higher price

Beginning of your detox journey



Natural deodorant gained more market traction around 2017, and has continued to grow



Has been making natural personal care items since 1970



Launched in 2010, noticed by Whole Foods in 2012, acquired by Unilever in 2017

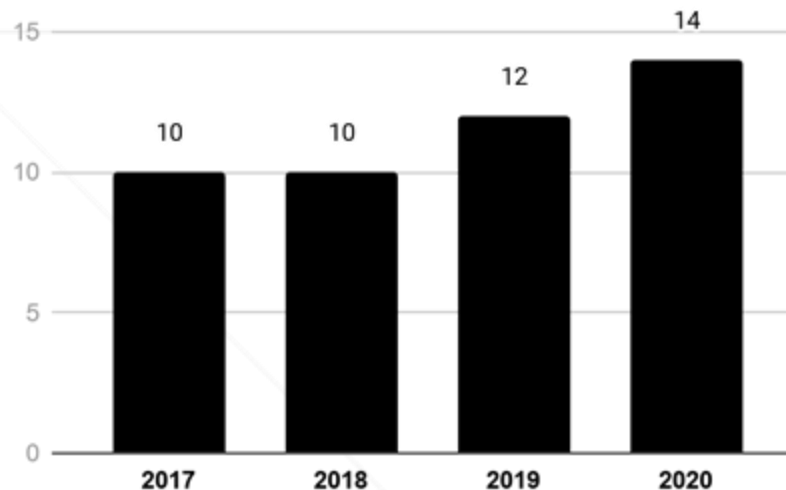


Launched in 2015, purchased by P&G in 2017

Number of natural brands in market* - xAOC



In 2020:
83 brands actively selling
31 brands with sales above \$100K



Natural deodorant is more likely to forgo gender specific branding

% of dollars from unisex

59%

Natural

vs.

6%

Total



“

“The truth is that men skin, just like women’s, can benefit from the same ingredients and strategies.” - GQ

- Better formulas for men
- Stronger products for women
- Conversations at home
- Inclusivity
- Gender-neutral scents

Natural brands have introduced innovative, sustainable packaging further appealing to consumer values and preferences



The Native deodorant you love, without the plastic you don't

At Native, we're committed to creating products that are safe for people, animals, and the planet!

As a proud member of 1% for the Planet, we will donate 1% of Plastic Free sales to fighting plastic pollution.

Switching from Native classic to Native Plastic Free will help reduce plastic waste by up to 169 tons each year.





Natural products appeal to wellness-minded consumers

Appeal to an attractive consumer

Natural segments help appeal to a niche, upscale shopper

Embrace the right channels

Prioritize ecomm and mass channels, where natural product discovery happens

The sky is not the limit

Don't expect share of natural segments to overtake traditional offerings





Thank you!

For more information visit our insights hub at: niq.com/beauty

