

# bloom & field

feel-good natural botanicals  
body care for men & women



# bloom & field





## TARGET MARKET

Young women ages 15-30 who are:

- Eco-conscious ◆
- Style-oriented ◆
- Independent and original ◆

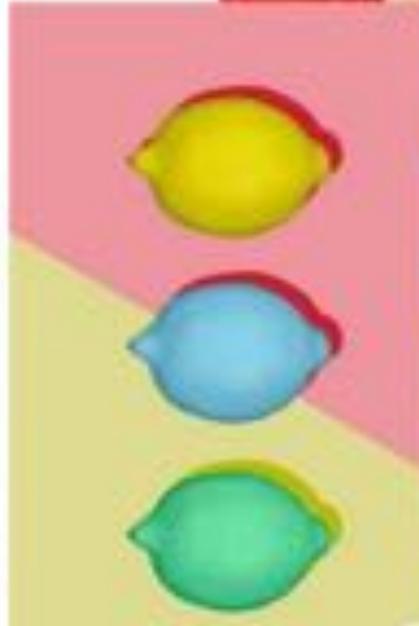
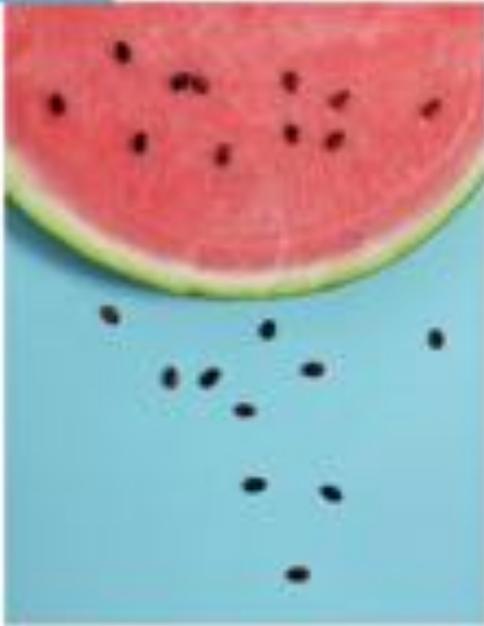
## SELLING POINTS

- Youthful, minimalist packaging with on-trend colours ◆
- Mood-boosting fragrances, for self-care ◆
- Recyclable & reusable packaging ◆

## SUMMARY

A natural wellness range with feel-good botanical extracts and essential oils to care for both mind and body.

Expertly designed by British aromatherapist Julie Foster to include a choice of 5 unique and sensorial fragrance blends to transform your bathing and skincare routine into a celebration





Item No. : ED23F301  
Contents: 265ml Body Wash  
Disc-top Cap Bottle



Item No. : ED23F303  
Contents: 150ml Body Scrub  
Tube



Item No. : ED23F304  
Contents: 150ml Rinse-off Body Lotion  
Tube



Item No. : ED23F302  
Contents: 150ml Body Lotion  
Tube



## Aromatic Care & Cleanse Special Selection

Item No. : ED23F305  
Contents: Toiletry bag with eco card collar,  
150ml tube body scrub,  
150ml tube rinse-off body lotion,  
150ml tube body lotion



Item No. : ED23F306  
Contents: Toiletry bag with eco card collar,  
150ml tube body scrub,  
150ml tube rinse-off body lotion,  
150ml tube body lotion



## Pamper & Unwind Body Care Ritual

Item No. : ED23F308

Contents: paper box,

150ml tube body scrub,

150ml tube body Wash,

150ml tube rinse-off body lotion

# bloom & field

unisex / for men





## TARGET MARKET

Men and women ages 22-50 who are:

- Eco-conscious ◆
- Style-oriented ◆
- Independent and original ◆

## SELLING POINTS

- Stylish, minimalist packaging with on-trend colours ◆
- Mood-boosting fragrances, for self-care ◆
- Recyclable & reusable packaging ◆

## SUMMARY

A natural wellness range with feel-good botanical extracts and essential oils to care for both mind and body.

Expertly designed by British aromatherapist Julie Foster to include a choice of 4 unique and sensorial fragrance blends to transform your bathing and skincare routine into a oasis of tranquility





Item No. : ED23F401  
Contents: 265ml Body Wash  
Disc-top Cap Bottle



Item No. : ED23F402  
Contents: 150ml Body Lotion  
Tube



Item No. : ED23F403  
Contents: 240ml Body Scrub  
Plastic Tub



Item No. : ED23F404  
Contents: 150g Bath Fizzer



## Relax & Reset Men's Collection

Item No. : ED23F405

Contents: 4x265ml Body Wash

Paper Box



## Indulge & Relax Men's Collection

Item No. : ED23F406

Contents: 4x265ml Body Wash

Paper Box



## Urban Man Bath & Body Kit

Item No. : ED23F407- I

Contents: 240ml Body Scrub,

150g Bath Fizzer,

155ml tube Body Wash

155ml tube Body Lotion,

Cork & canvas toiletry bag,

## Aromatic Care & Cleanse For Him



Item No. : ED23F409  
Contents: 150ml tube Body Scrub,  
150ml tube Body Wash,  
150ml tube Rinse-off Body Lotion  
Fabric toiletry bag



Item No. : ED23F410  
Contents: 150ml tube Body Scrub,  
150ml tube Body Wash,  
150ml tube Rinse-off Body Lotion  
Fabric toiletry bag

# OUR VALUES

- We believe in creating affordable treats, to make the everyday feel luxurious.
- We believe that natural ingredients can be affordable.
- We believe in treating our customers, our workers, our suppliers and our planet with respect.
- We believe in total transparency about our products; we can explain every single ingredient in our products, what it does, why we use it, and where it comes from.
- We believe in constant innovation, to bring customers fresh new experiences in bathing.





**bloom  
& field**

BODY WASH

coconut water  
& monoi

**bloom  
& field**

BODY WASH

sour cherry  
& cinnamon

**bloom  
& field**

BODY WASH

mango  
& ginger



Proudly British  
formulation & design



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