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Beauty / Clean Beauty

## P&g Has Acquired Cult-Fave Deodorant Brand Native



Rachel Lapidos

November 17, 2017



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First, mega beauty corporation Procter & Gamble announced that they're going to be transparent about what's truly in their fragrances by the end of 2019 — which is a huge move considering “fragrance” is an umbrella term that can include a myriad of chemicals, which are not legally required to be disclosed. And now, P&G has just acquired indie non-toxic deodorant brand, Native. (Mic drop.)

The direct-to-consumer deodorant brand has been making aluminum-free deodorant since 2015—in a huge range of scents, from almond and vanilla to pumpkin spice—and has grown a cult following of over 1 million customers. So, it's an exciting next step for the small but growing brand to be purchased by such a major personal-care company and to reach even more people (maybe even in drugstores someday).

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The terms of the transaction were not disclosed, but Moiz Ali, Native's founder and CEO, says he's excited to work with a company that's open to hearing what shoppers really want. “P&G's commitment to innovation and customer satisfaction is a perfect fit for us,” he says. So this could make the cult fave brand become as accessible as other clean drugstore deodorant brands, like Nourish Organics, Crystal, and Jason.

**"Native brings a unique opportunity to P&G...to reach a unique consumer who are deliberate about what they put on their bodies."**

In a statement, Bill Brace, P&G's vice president of North American personal care, said: "Native brings a unique opportunity to P&G...It's a great strategic match for us, building on our leadership in the deodorants category and broadening our portfolio to reach a unique consumer who [is] deliberate about what they put on their bodies."

At a time when more and more personal-care industry leaders are valuing consumers' increasing interest in cleaner ingredients in their products, it's another big step that shows consumers are seeking out more non-toxic options.

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And while there are no plans to change Native's direct-to-consumer model for now, here's really hoping that the PSL bar will make an appearance on the drugstore store shelf someday.

**You can also up your self-care game by using this \$3 product that'll turn your shower into a spa or creating an Instagram-worthy shower plant installation.**

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## 'How I Learned To Talk About My Major Depressive Disorder in the Hispanic Community'



Well+Good Editors

April 9, 2024



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**B**eing part of a Hispanic family, Marisol\* said that depression was not something that was discussed at home—depression wasn't well-understood or acceptable to talk about in her parents' or grandparents' generations.

So when she started experiencing depression symptoms, she did what generations before her had done: stayed quiet, even though she privately recognized that there was something going on within her. She learned to live with her symptoms.

weight of being a working, single mother exacerbated her depression symptoms.

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"My depression started to take more of a toll on me," she says. "I had feelings of worthlessness, lost a lot of weight, and I was tired all of the time. I lost interest in things I once enjoyed like hanging out with my friends, felt sad most of the time, and had difficulty concentrating."

The turning point in her mental health journey happened on a day when she wasn't feeling well, shortly after her unexpected breakup. That morning, she collapsed. This landed her in the hospital. It was an experience she ultimately saw as a blessing because in addition to the tests conducted to assess her physical health, she underwent a mental health evaluation and was diagnosed with a type of depression called Major Depressive Disorder (MDD).

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MDD manifests as a complex set of five or more symptoms, including, but not limited to, depressed mood, loss of interest, difficulty concentrating, excessive guilt, and low energy. However, everyone experiences MDD differently. Only a health

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