



Beauty / Clean Beauty

P&g Has Acquired Cult-Fave Deodorant Brand Native



Rachel Lapidos
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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'



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Being 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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