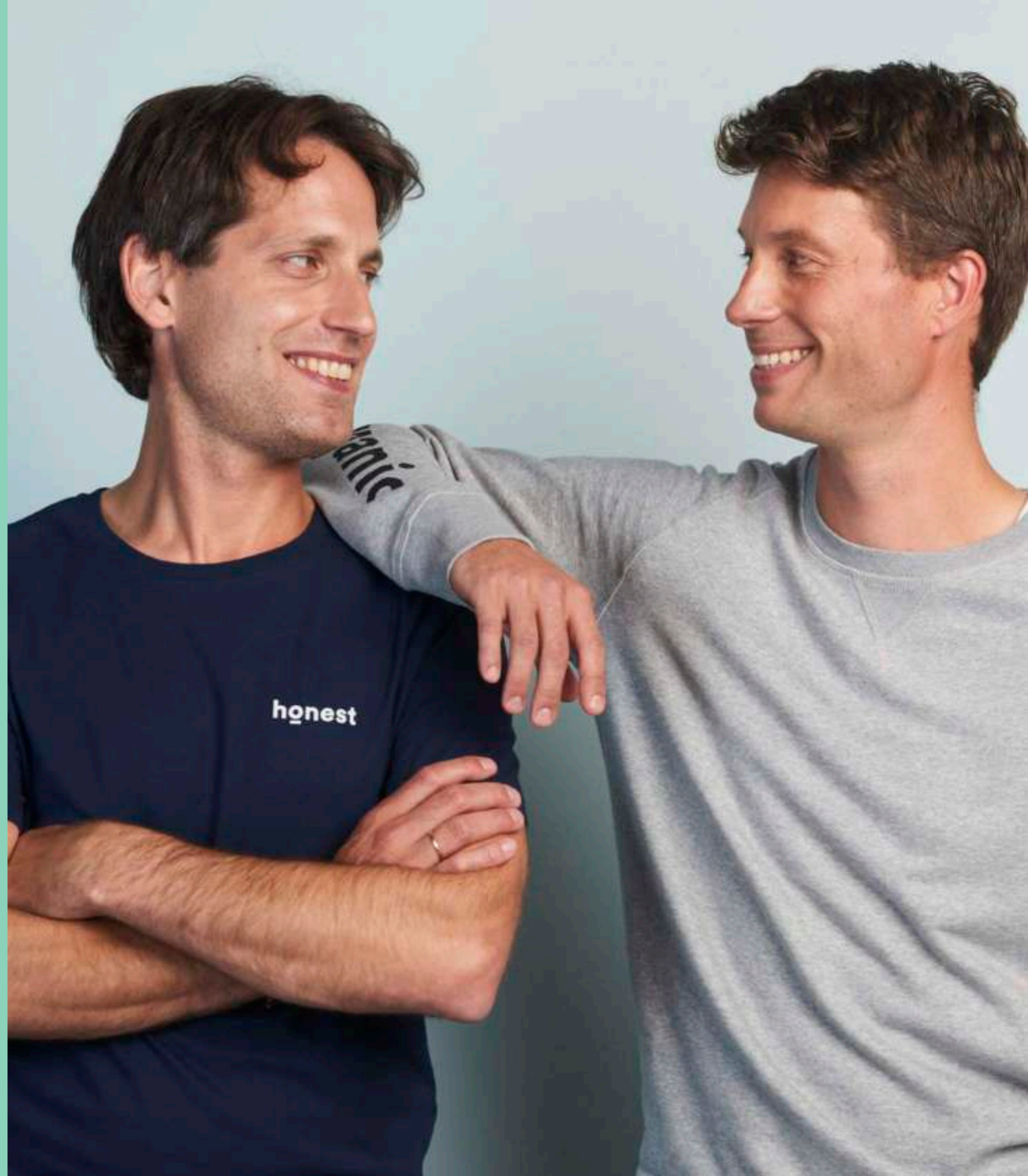




NAİF

When Jochem and Sjoerd became dads, they discovered even baby care products contain harmful ingredients. That's when Naïf was born.

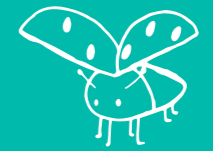




We believe everyone should be able to shop naïvely. Worry-free, without being misled by false claims and ingredients that are bad for humans or nature.



Our purpose



We help families to take
good care without worry.

Our proposition

We provide good worry-free baby and family care products.
We help our customers with advice on taking care of their families.
We provide our customers confidence of being a good carer for their family.





42%

of modern parents
feel misunderstood
by advertisers

77%

ranks safety over
price for everyday
products

18%

of all claims made
in commercials
for cosmetics are
trustworthy

50%

change their
purchase criteria
after becoming
parent

Our mission

So we change
the world of
personal care



Naïf is changing the world
of personal care by...



Natural ingredients making products without harsh chemicals, 100% vegan and oceanfriendly



Natural packaging using bioplastic tubes made from sugar cane and FSC certified shipping boxes



Natural distribution offering efficient and sustainable shipping options (even by bike!) to reduce our footprint

Just like our skin, there's
no Planet B. That's why
Naïf is...



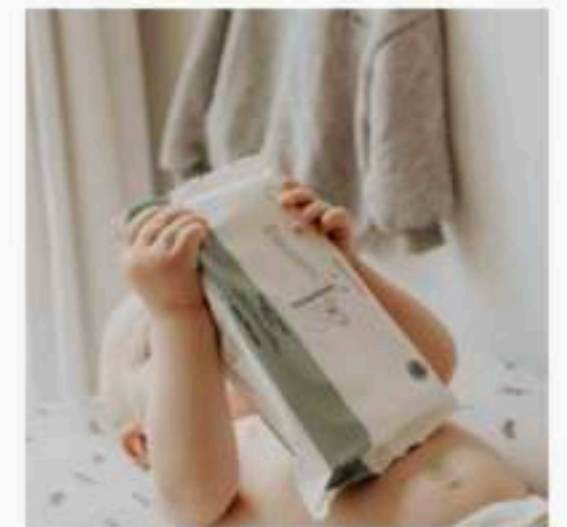
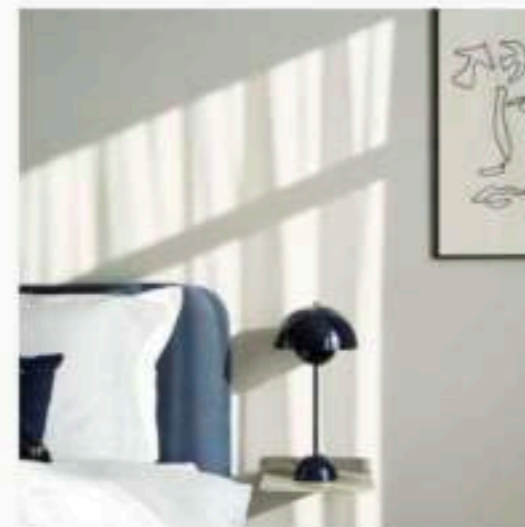
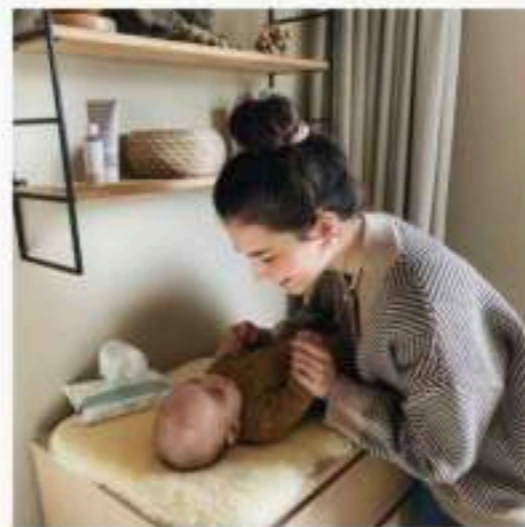
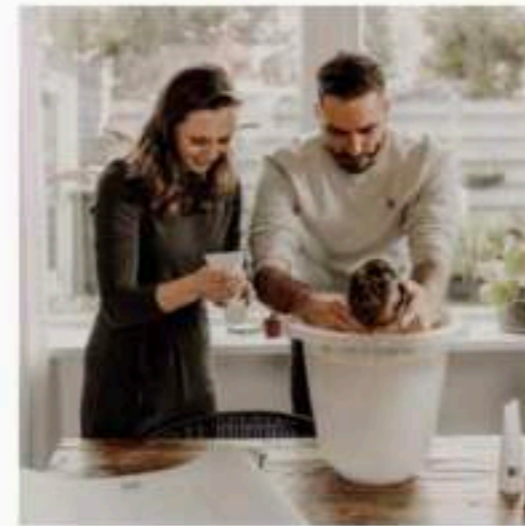
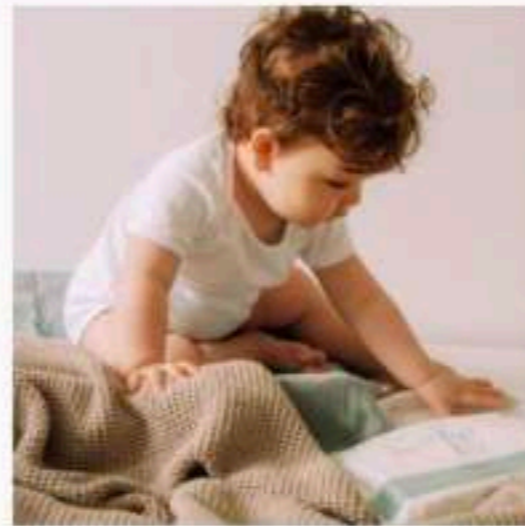
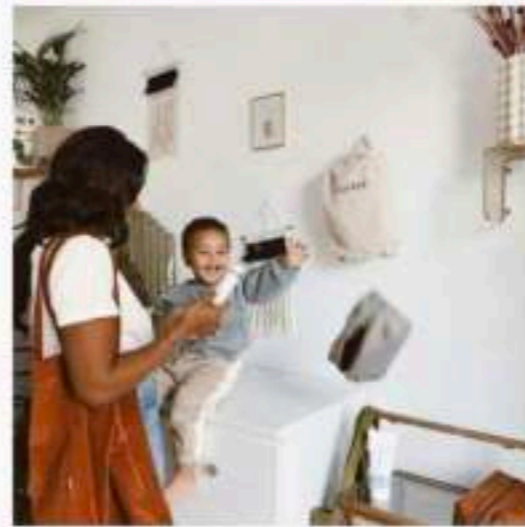
Our content

We have great content!

For example our
HERO content to
create awareness



Our HUB content
to activate people
to #BeNaif



And our HELP content
To support families with
their everyday questions



Welke babyproducten gebruik je wanneer?

Weet jij als kersverse ouder precies welke
babyproducten jij moet gebruiken voor je kind?
Als we...

Gepost op oktober 14 2020



Dit zijn onze 4 favoriete kinderboeken

1. De grote tandenpoetsdag Voor kids vanaf 3
jaar oud die niet zo van tandenpoe...

Gepost op oktober 09 2020

PR & Press



We've been in the papers too!

Baby & Kids



€14,95 - 100ML

Milky Bath Oil

- A mild, natural bath oil for all skin types
- Cleanses and softens the dry baby skin
- Helps to relieve and reduce scratching
- Makes the bath water milky
- No danger of slipping!



€12,95 - 75ML

Diaper Cream

- A natural, mild diaper cream for all skin types
- Protects the baby skin from diaper rash
- Soothes and cools with zinc oxide, natural chamomile and vitamin E



€15,95 - 200ML

Soothing Baby Oil

- A natural, mild shampoo for all hair types
- Cleanses and conditions the hair with natural oils
- Doesn't sting the eyes
- Leaves the hair soft and shiny



€14,95 - 75ML

Nurturing Cream

- A natural, oily baby cream for all skin types
- Repairs and protects with natural oils
- Cottonseed oil, sweet almond oil, avocado oil and macadamia oil make the skin soft

Baby & Kids



€9,95 - 200ML

Cleansing Wash Gel

- A natural, nourishing wash gel for all skin types
- Cleanses and cares for the skin
- Preserves the skin's hydrolipidic film
- Contains natural glycerin that makes the skin soft
- For in bath and shower



€14,95 - 200ML

Softening Body Lotion

- A natural, softening bodylotion for all skin types
- Nourishes and moisturises the body
- Every ingredient has its own super power: cottonseed oil and avocado oil hydrates, sweet almond oil nourishes and macadamia oil heals



€9,95 - 200ML

Nourishing Shampoo

- A natural, mild shampoo for all hair types
- Cleanses and conditions the hair with natural oils
- Doesn't sting the eyes
- Leaves the hair soft and shiny



€13,95 - 500ML

Relaxing Bath Foam

- A natural, mild bath foam for all skin types
- Coconut and sugar creates natural bubbles for extra fun in the tub
- Cottonseed extract cleanses and hydrates the skin
- No chemical foaming agents, such as SLS/SLES

Baby & Kids



€12,95 - 150ML

Easy Styling Hair Lotion

- A natural styling hair lotion for all hair types
- Nourishes the scalp and softens the hair
- Makes combing a lot easier



€21,95 - 100ML

Sunscreen SPF50

- A natural sunscreen for all skin types
- Cares and protects against UVA and UVB
- Protects with SPF50
- Doesn't leave a white layer
- Waterproof



€9,95 - 8 x 24GR

Splashing Bath Bombs

- A box with natural, mild bubble bath fizzers
- Cleanses and cares for the skin with natural sunflower oil
- Light foaming effect without chemical foaming agents
- For daily fun in bath



€19,95 - 100ML

Sunscreen SPF30

- A natural sunscreen for all skin types
- Cares and protects against UVA and UVB
- Protects with SPF30
- Doesn't leave a white layer
- Waterproof

Baby & Kids



Plastic Free Baby wipes box

- A box with plastic free wipes for bums, body and cheeks
- Made of eucalyptus fibres
- With a lotion made of 99% water
- Alcohol-free and perfume-free

€27,92 - 8 x 54 WIPES



Happy Shower Foam

- A natural, mild shower foam for all skin types
- Cleanses and cares for the skin with sunflower and cotton oil
- No chemical foaming agents, such as SLS/SLES

€9,95 - 200ML

Grownups



€22,95 - 50ML

Nurturing Day Cream

- A natural, nourishing day cream for all skin types
- Hydrates and regulates the moisture balance
- Protects your skin with tomato extract, a natural SPF6



€14,95 - 50ML

Circular Face Scrub

- A natural, purifying scrub for all skin types
- Cleanses and exfoliate the skin
- With fine scrub grains of calcite from Dutch drinking water
- No micro-plastics included



€22,95 - 50ML

Nurturing Night Cream

- A natural, rich night cream for all skin types
- Optimises the moisture balance with sweet almond oil, macadamia extract and shea butter
- Restores the skin during the night



€14,95 - 200ML

Cleansing Face Wash SPF30

- A natural, cleansing gel for face
- Cleanses and moistures the skin with linseed and sunflower oil
- A milky and lightly foam removes impurities

Grownups



€9,95 - 200ML

Bloom Shower Foam

- A natural, mild shower foam for all skin types
- Cleanses and cares for the skin with sunflower and cotton oil
- With an allergen-free fragrance of orange, mint and jasmine
- No chemical foaming agents, such as SLS/SLES



€9,95 - 200ML

Ocean Shower Foam

- A natural, mild shower foam for all skin types
- Cleanses and cares for the skin with sunflower and cotton oil
- With an allergen-free perfume of pear, aloe vera and sea minerals
- No chemical foaming agents, such as SLS/SLES



€9,95 - 200ML

Linen Shower Foam

- A natural, mild shower foam for all skin types
- Cleanses and cares for the skin with sunflower and cotton oil
- With an allergen-free fragrance of bergamot and lavender
- No chemical foaming agents, such as SLS/SLES



€9,95 - 200ML

Nourishing Shampoo

- A natural, cleansing shampoo for all hair types
- Cleanses and conditions the hair with natural oils
- Without parabens and silicones

Grownups



€9,95 - 200ML

Softening Conditioner

- A natural, soothing conditioner for all hair types
- Nourishes and softens the hair with natural oils
- Anti-static effect, thanks to the linseed extract
- Without parabens and silicones



€21,95 - 100ML

Sunscreen Body SPF30

- A natural sunscreen for body
- Protects against UVA and UVB with SPF30
- Doesn't leave a white layer
- Waterproof



€24,95 - 50ML

Sunscreen Face SPF30

- A natural sunscreen for face
- Protects against UVA and UVB with SPF30
- Doesn't leave a white layer
- Waterproof



€14,95 - 100ML

Cooling After Sun Gel

- A natural, cooling aftersun gel for all skin types
- Soothes, moisturises and heals the skin after a sunny day
- Based on aloe vera and plant-based glycerin

Pregnancy



€19,95 - 90ML

Relaxing Pregnancy Body Oil

- A natural, rich pregnancy body oil
- Helps to relax the body with lavender fragrance
- Reduces stretch marks
- Perfect for massages



€17,95 - 100ML

Soothing Pregnancy Belly Balm

- A natural, rich pregnancy belly balm
- Hydrates and recovers the skin of your growing belly
- Reduces stretch marks
- With lavender fragrance

Our partners

We're working together with several hospitals, midwives, daycare centers, hotels and retail stores.



Join our mission in
changing the world of
personal care



NAÏF | Natural
Skincare