NAÏF

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 certiffied 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...

LOOK FOR THE ZERO · ZERO PLASTIC INSIDE ·

Certified B Corporation

VEGAN

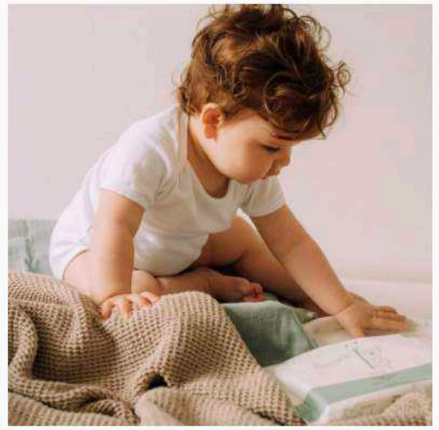
I'm green Plastic

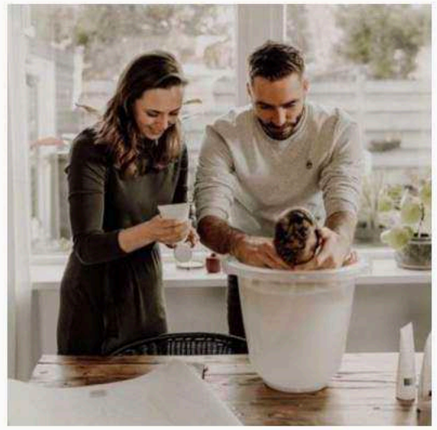
Our content

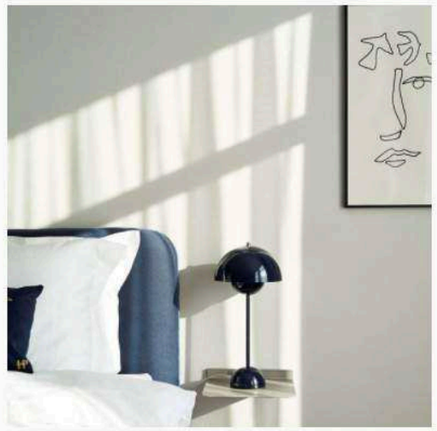
We have great content!

For example our HERO content to create awareness

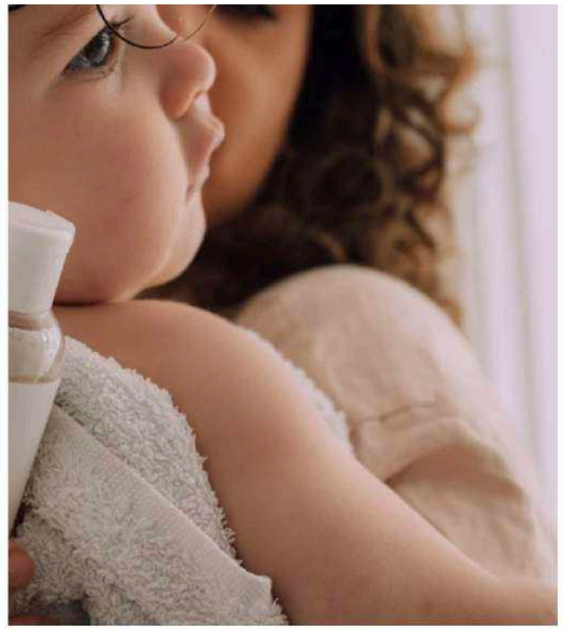
Our HUB content to activate people to #BeNaïf







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

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!

€14,95 - 100ML

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

€12,95 - 75ML

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

€15,95 - 200ML

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

€14,95 - 75ML

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

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

€12,95 - 150ML

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

€21,95 - 100ML

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

€9,95 - 8 x 24GR

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

€19,95 - 100ML

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

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

€22,95 - 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

€14,95 - 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

€22,95 - 50ML

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

€14,95 - 200ML

Grownups

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

€9,95 - 200ML

Grownups

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

€9,95 - 200ML

Sunscreen Body SPF30

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

€21,95 - 100ML

Sunscreen Face SPF30

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

€24,95 - 50ML

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

€14,95 - 100ML

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.

Etos

BUDNI

babywalz

de Bijenkorf

Galeries Lafayette

DOUGLAS

BABYPARK

HOLLAND & BARRETT

Prénatal

MANOR

Pilulka

PLASTIC SOUP FOUNDATION

Dr.Max

Kinder GARDEN

LUMC Leiden University Medical Center

babymarkt

Smallable

Join our mission in changing the world of personal care

NAIF | Natural Skincare