
New Year, New Look, Same Us:

Natracare partners with Bristol street artist Zoë Power for new packaging design

Natracare, the sustainable personal care brand, has partnered with Bristol street artist Zoë Power to revamp their new packaging. According to Natracare, the new look will bring ‘an injection of colour and beautiful design’ to period product shelves across the world, which now ‘better aligns with the brand.’

Zoë Power is a Bristol-based mural painter, illustrator and lettering artist, best known for bringing unique art to local communities and creatively spreading messages of unity, inclusion, and collaboration – as well as bringing a splash of colour and beauty to Britain’s streets!

“We collaborated with a Bristol artist because we wanted to support our local economy and arts community. Zoë was the perfect fit for so many reasons; from the original designs she pitched, to her environmentally conscious mindset. We’re so happy to see her designs in their final form, representing our brand all over the world,” says Natracare’s sales and marketing manager, Jessica Gitsham.

The new packaging designed by Power will roll out across Natracare’s pads, panty liners, tampons, and intimate wipes with a ‘soft launch,’ so retailers can use up older designs first – minimising waste during the transition period. The packaging is still entirely plastic-free and made from recycled and recyclable cardboard.

What does the new design represent?

The new design incorporates three elements that are representative of the brand’s core values – power, people, and the planet. Natracare announced the new look with a dedicated blog post on their website, stating that ‘we have a shared goal with our customers: taking care of our bodies and the planet. We wanted our packaging to speak to this, while representing the diversity in our audience’ – read the full post [here](#).

Jessica Gitsham adds: “Each product type has a different character, reflecting the diversity of people with periods, but all of them are deeply connected with the natural world. Their poses ooze feelings of empowerment, care, and a campaigning strength. Susie Hewson started Natracare as a campaign in 1989, and to this day we continue to fight for the better.”

Natracare’s new packaging is now available for trade purchasing and is already available at [selected retailers](#).

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Notes to editors:

For downloadable images of the new packaging, please visit www.natracare.com/contact-us/press-centre/

Natracare is the first company in the world to provide plastic-free, certified organic cotton tampons and totally chlorine-free sanitary pads and panty liners. Natracare products are biodegradable and can even be composted. Susie Hewson created the brand in 1989 in response to the growing danger to human health and the environment from dioxin pollution in the pulping industries with the chlorine bleaching of paper products. Today Natracare products are sold in over 80 countries around the world, in independent health stores, selected supermarkets, pharmacies, and online.

Zoë Power is a multi-disciplinary artist, working in the fields of illustration, print and typography. Zoë graduated with an MA in Multidisciplinary Print Media at the University of the West of England, Bristol. Currently Zoë is extensively involved in several community arts projects across the UK, working with local residents and organisations to bring art to the wider community. Clients include Facebook, Adidas, Bristol City Council, The University of Bath, Great Western Railway, Leeds College of Music, UPFEST, the University of Bristol, The Youth Hostel Association. Zoë is available for commissions, far and wide - please get in touch for further information - www.zoepower.com/contact.