

# Plastic-free pits

How do you keep green and squeaky clean at the same time? The team at Wild think they have the answer – and have just secured £2M from Jam Jar Investments to help us rid our bathrooms of plastic.

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Something I've picked up on throughout pretty much every sustainability interview I've done for Maddyness is just how real 'the Attenborough Effect' is. For many a founder, Blue Planet's showcasing of how our reliance on plastic packaging impacts the environment represented a turning point. Consumer interest soared. Apparently, 88% of people who watched the award-winning TV series changed their shopping habits as a result.

"There was this sudden change in consumer perception about the wastage and packaging of everyday products they're using in the home, and the impact that's having on the environment," says Freddy Ward, who was working as Marketing Director at Hello Fresh at the time. "It went from being not even noticeable or mentioned – to being a massive issue. In fact, one of the largest we faced as an organisation within six months."

Inspired by this wide scale plastic-ditching, and equally by the potential to maximise it via a startup rather than a large (and hence more bureaucratic) business, Freddy cofounded Wild Cosmetics.

Wild has just launched the UK's first refillable plastic-free deodorant, and the team are hoping to reel in not just long-time eco-warriors, but also those taking baby steps to cut down following an Attenborough-induced awakening. They're also trying to turn our heads towards the bathroom – to help us see beyond compost bins, beeswax wraps and veg in paper bags in the kitchen, and

dismantle the bathroom's squeaky clean image.

"While most of us are now familiar with using compost bins for food waste, or putting glass, paper and cans in the 'right' bin, the bathroom is lagging behind in terms of reducing household landfill," Freddy continues.

*"Less than 50% of products are recycled, compared with 80% of kitchen products. The famous, legacy personal care brands remain highly invested in single use plastic and refill options are rare – the sector is crying out for revolution."*

Since launching them in April this year, Wild has sold 300,000 of its gender neutral, biodegradable deodorants, and acquired 100,000 regular subscribers. The deodorant comes in a reusable aluminium case, and is made in Bournemouth from natural botanical oils, butters and waxes. It is free from animal products, gluten, aluminium, BHT, triclosan and pretty much everything else; it also looks slick and can smell like roses or oranges, coconut or mint, depending on what the buyer is into. New Toffee Apple refills have just been announced, just in time for Bonfire Night.

Last week, Wild secured £2M in investment from [Jam Jar Investments](#) – the innocent drinks founders' VC fund – Creative Investment Club and Slingshot Ventures. This money will go partially towards increasing the range of products available – so get ready for canned shampoo and Toffee Apple toothpaste tablets, I assume!

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