

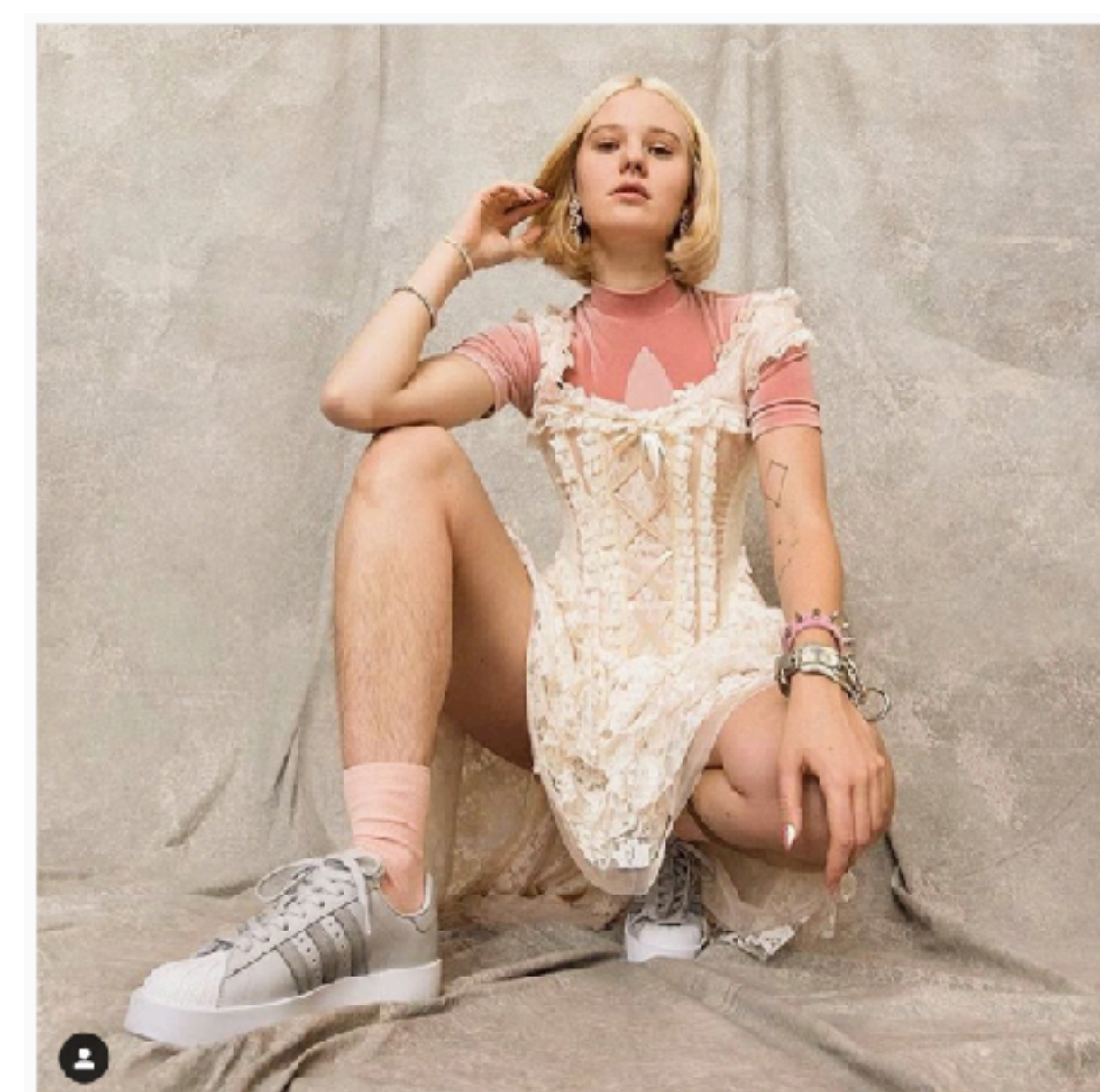


BUSHBOMB

A lifestyle brand that celebrates all bodies and aims to make body hair removal a choice.



“It felt like my body had betrayed me by producing this hair, which now had to be taken care of.”



arvidabystrom • Follow

arvidabystrom My photo from the @adidasoriginals superstar campaign got a lot of nasty comments last week. Me being such an abled, white, dis body with its only nonconforming feature being a lil leg hair. Literally I've been getting rape threats in my DM inbox. I can't even begin to imagine what it's like to not posses all these privileges and try to exist in the world. Sending love and try to remember that not everybody has the same experiences being a person 🌍 Also thanks for all the love 🍷 got a lot of that too ❤️❤️❤️

Load more comments

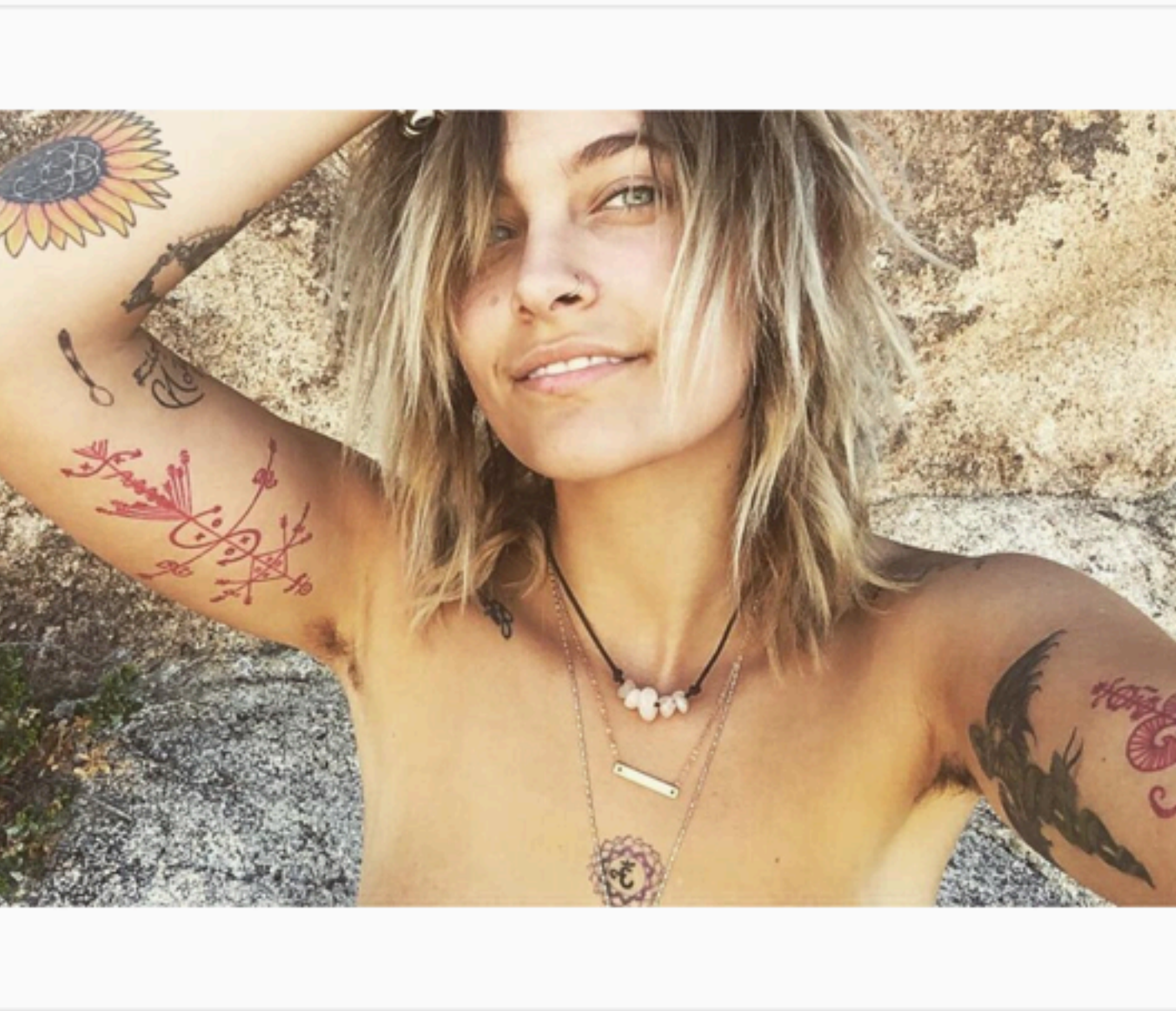
berengere.vend @cleimish e romiliii

pepper_onip_otts @twins2697 miran esta modelo rompe esquemas no se depila nada

44,197 likes

SEPTEMBER 26, 2017

Add a comment...



parisjackson • Follow

parisjackson dear apple if you're feelin' up for it, a joshua tree emoji would be pretty far out thanks man

140,504 likes

SEPTEMBER 21, 2017



miley Cyrus • Follow

miley Cyrus #PANK #dirtyhippie

Load more comments

shirleyvalverde She dyed her armpit hair @aeronjensen

grace mallory @austin_andrew27

austin_andrew170 ??? @grace_mallory

diana_braser0 Jajaj i love u!

alejandrabamcy @mafer.i

achraf_3111 wtt

letticiasenna @vittleal @ariell_eleal @papatialves

papatialves maluquise kkkkkk @letticiasenna

vittleal Doidona ela @letticiasenna

guns of boom seller transitioning...

meidaaap lki loh sing keleke diwarnai

392,146 likes

MAY 2, 2015

Log in to like or comment...



Story from BEAUTY >

7 Celebrities Who Are All About The Bush

US

LAST UPDATED OCTOBER 3, 2018, 8:30 AM



Tons of women on the internet right now are opening up about why they're putting down the razor or breaking up with their bikini waxer as they halt the ritual of removing their pubic hair. It's a conversation that plenty of female celebrities have weighed in on, too — from Amber Rose to Emma Watson. And they're pretty passionate about it: Rose started her own #BringBackTheBush revolution, and Solange Knowles went so far as to call Brazilian waxes an unnecessary "evil."

SEE ALL SLIDES

BEGIN SLIDESHOW





Body hair is a sign of health and self-care.

People think it's unhygienic to have pubic hair and there are big misconceptions about hygiene.

Women think they have a choice, but they don't.

Hair removal as self-care might be one of the biggest lies women have bought into.

To be a woman, you need to shave.

Hair removal, at its core, is a form of gendered social control.

What people see on porn dictates what's sexy.

Porn is a big influencer on sociosexual scripts.

Beauty is pain.

People suffer from chronic itchiness, ingrown hair, inflammation etc.



1. Informative

2. Empowering

3. Approachable





1. Teenagers (11-19)

who are confused about what to do

2. Adults (20+)

**who are confident in making decisions,
but has no support/product**

3. Adults (20+)

who are unaware that they have a choice



“I’ve experimented over the years: I’ve shaved it off completely, I’ve trimmed, but this is the first time that I’m just letting it be completely. I feel really good about it. It makes me feel sexy, it makes me feel affirmed; I don’t know, I think it’s cute, I like it.”

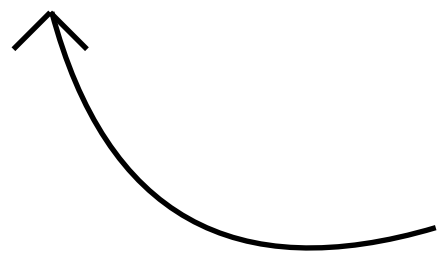
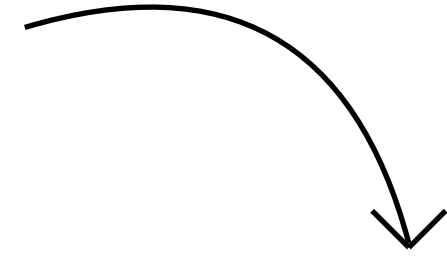




“When I remove my body hair I feel like a dolphin.
When I don't remove my body hair I feel like a boy.”









hyperpigmentation
itchiness
inflammation
acne



ingrown hair
hyperpigmentation
itchiness
inflammation
razor bumps



moisture
sweat control
acne





BARE CARE SERUM

for shavers/waxers/laserers
focus on skincare



THERE CARE SERUM

for bushes
focus on haircare



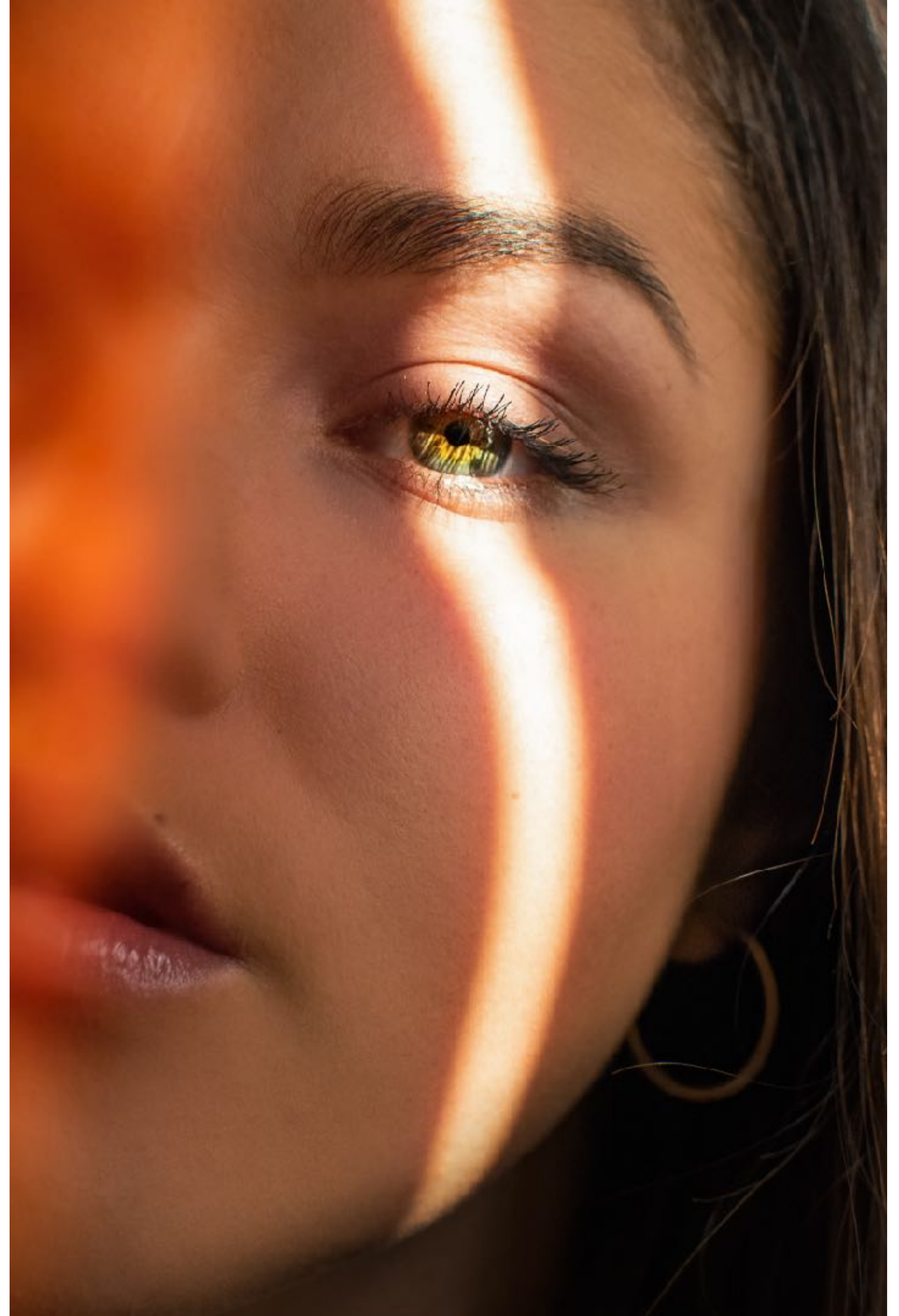
Sophisticated

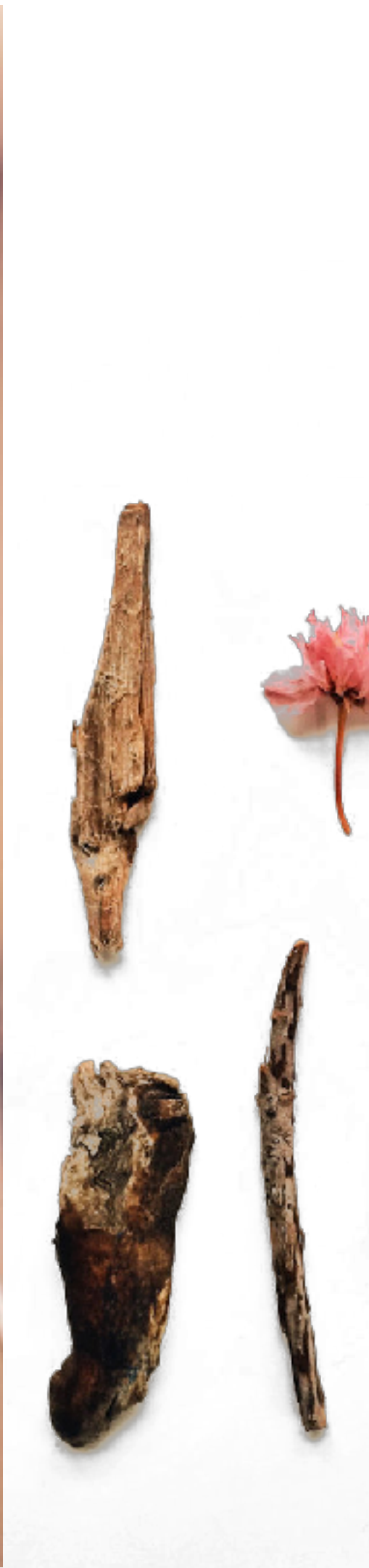
Unapologetic

Playful

Bold

Free





COLOR PALETTE



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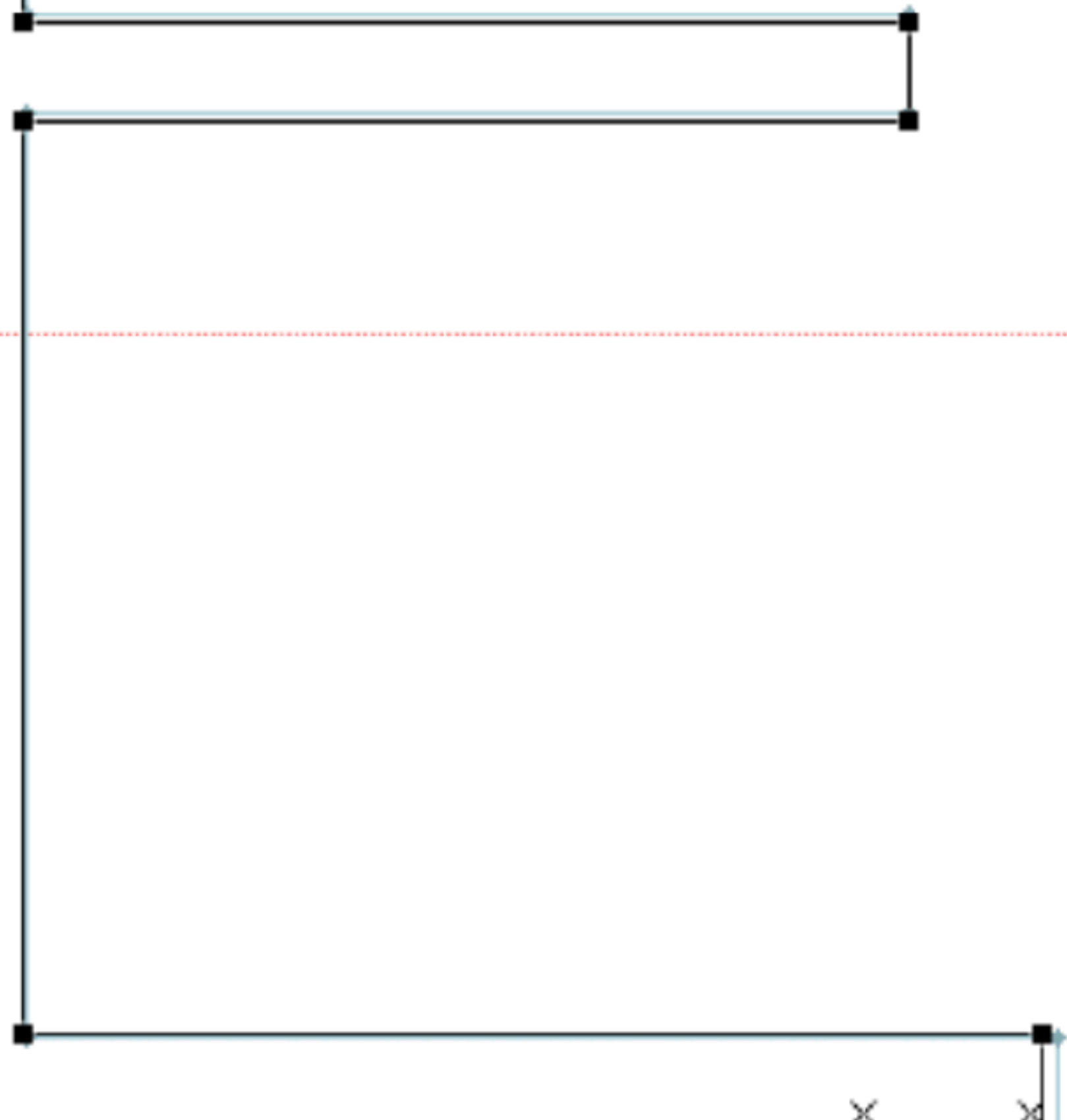
BUSHBOMB

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**COOPER
HEWITT**



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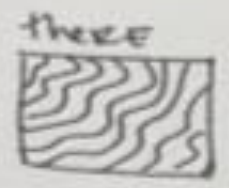


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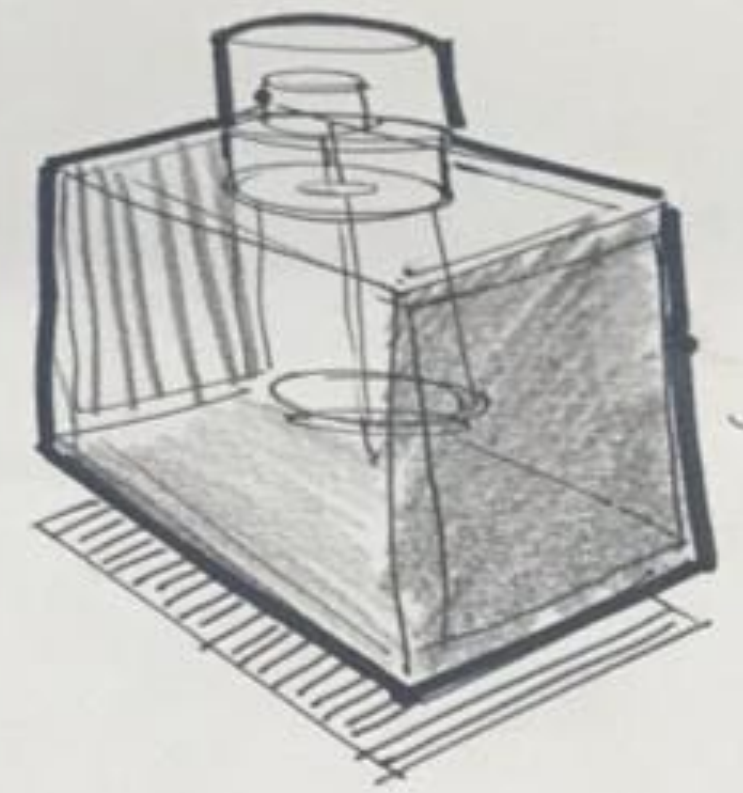




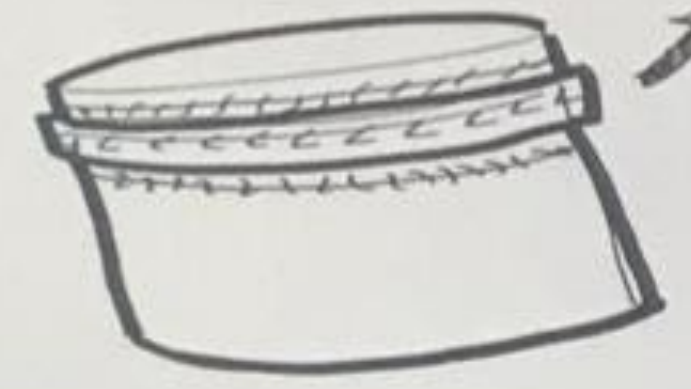
MATERIALS
 GLASS (PAINTED)
 PAPER (PACKAGING)



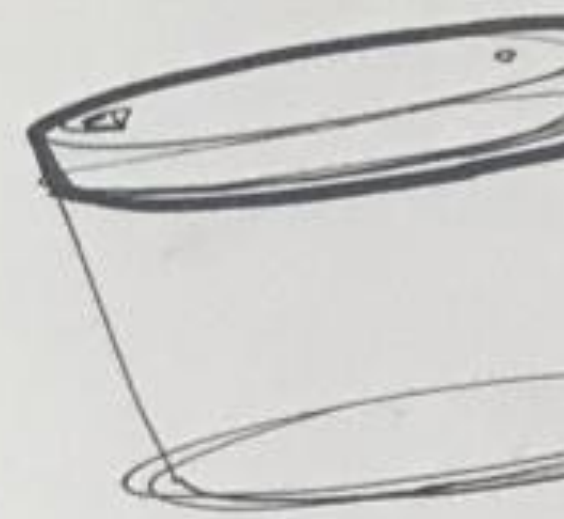
#2



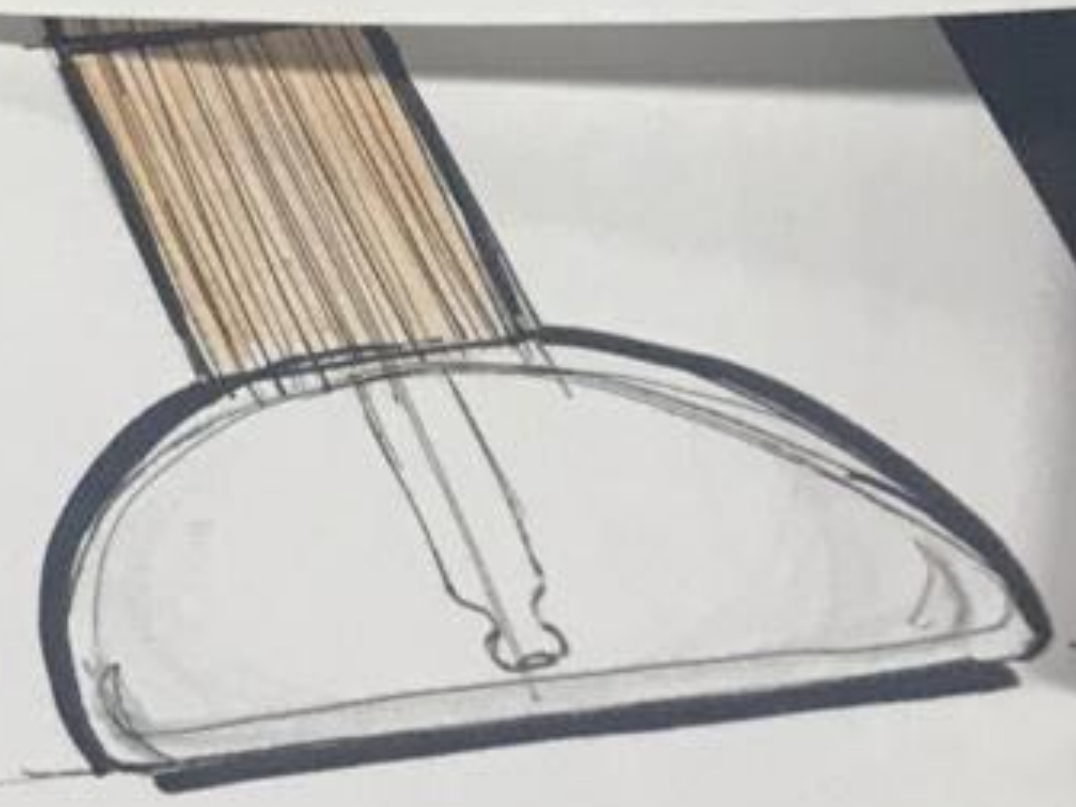
2 DIFFERENT PATTERNS / COLORS

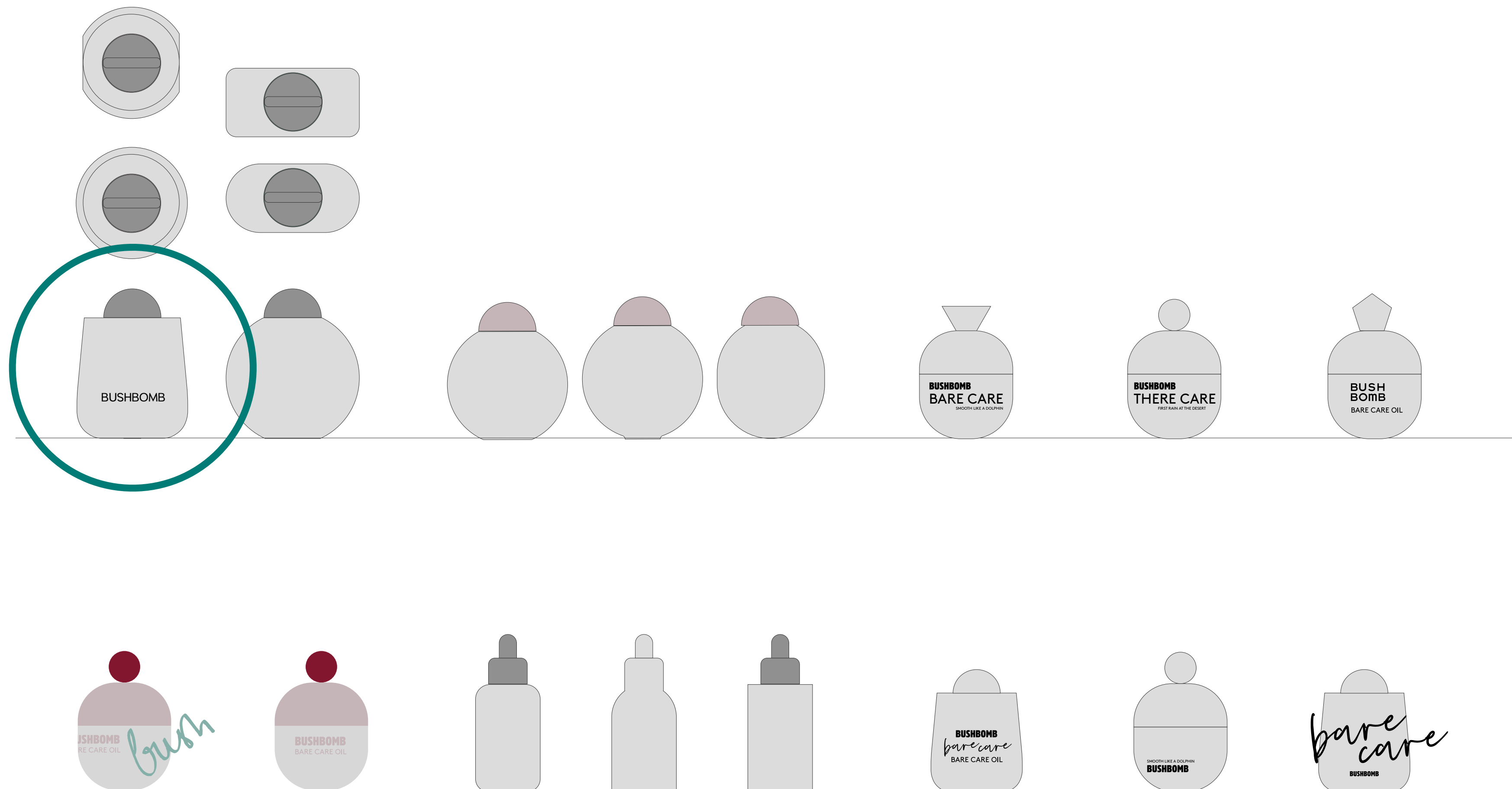


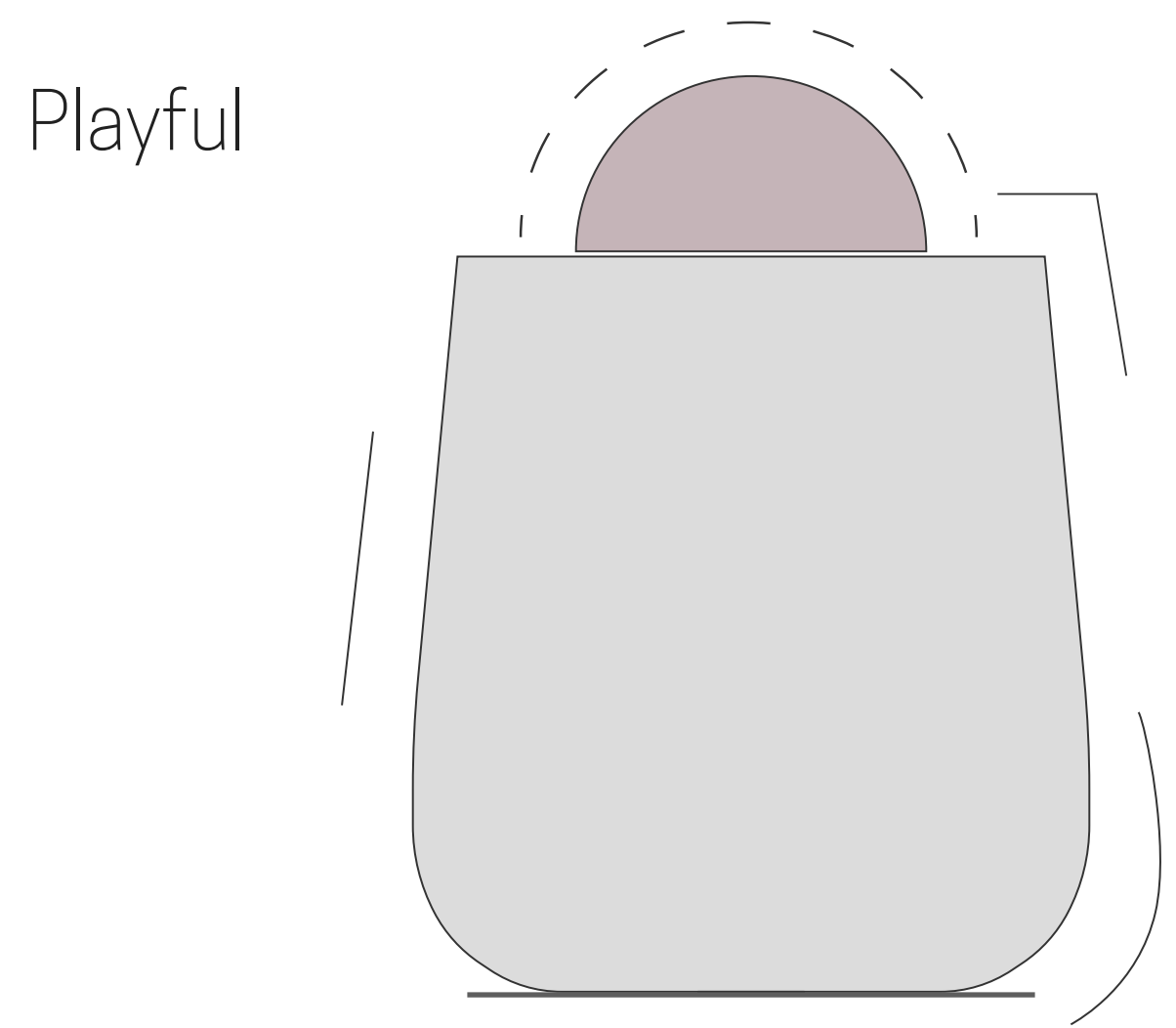
RIP THE EDGE LIKE "WATER FOR PEOPLE" THERE



THICK GLASS





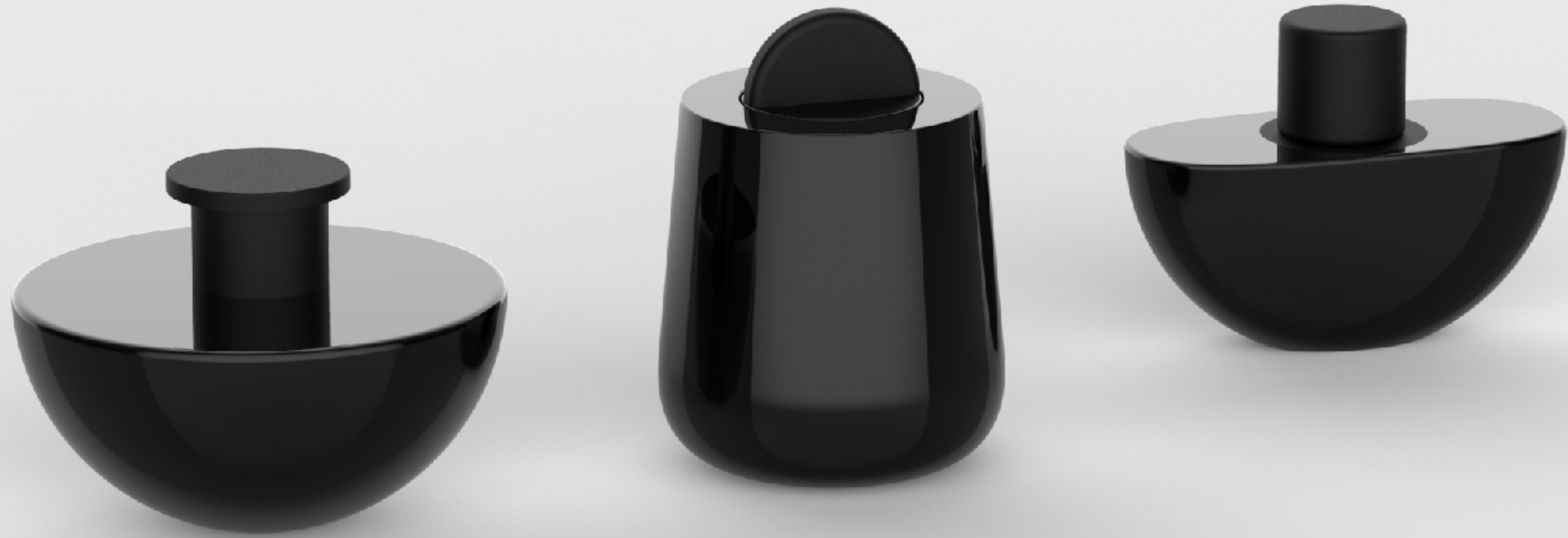


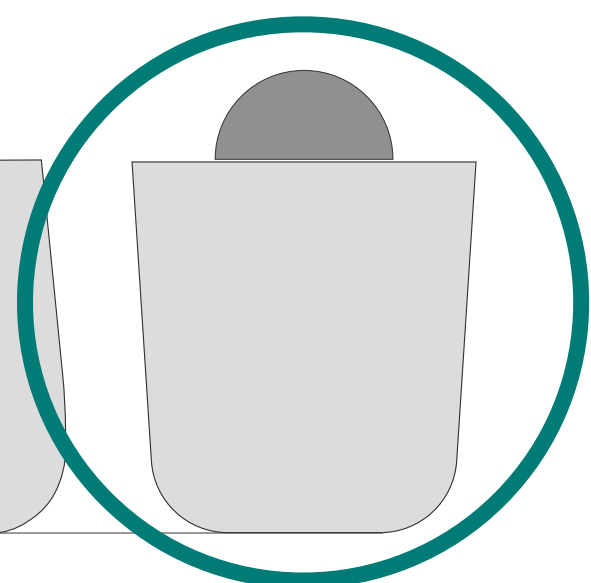
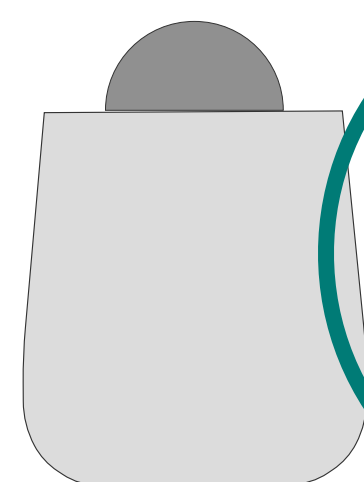
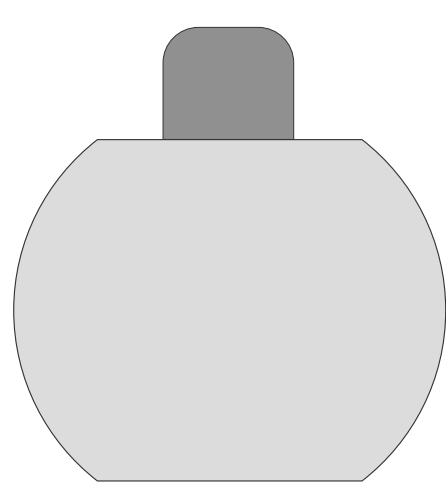
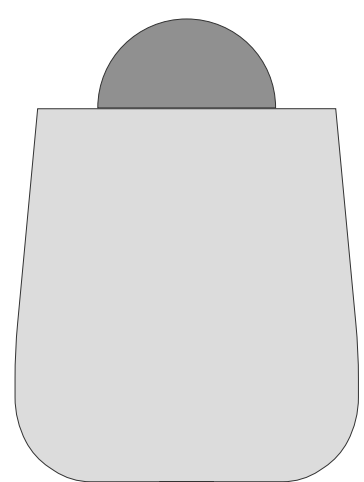
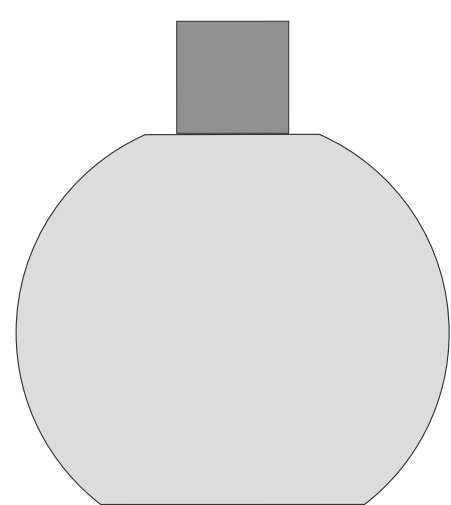
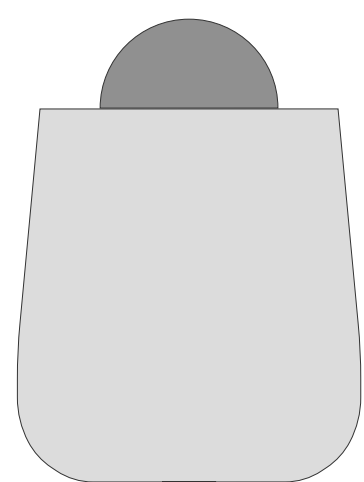
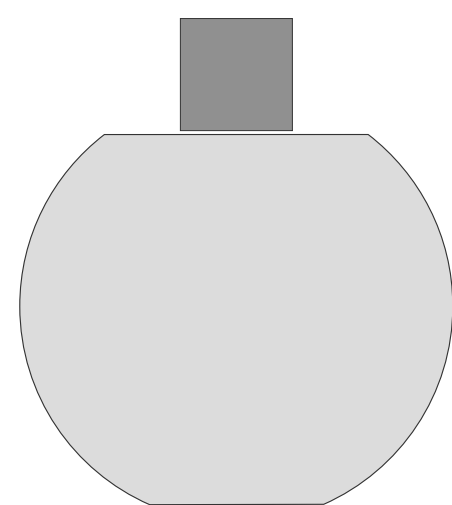
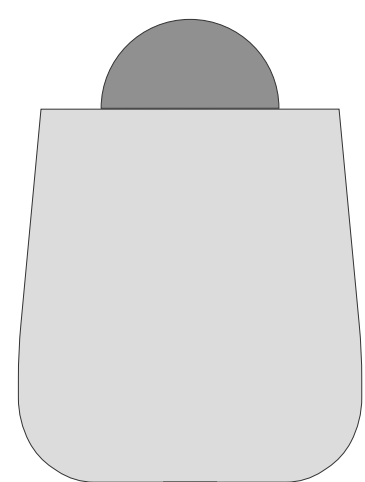
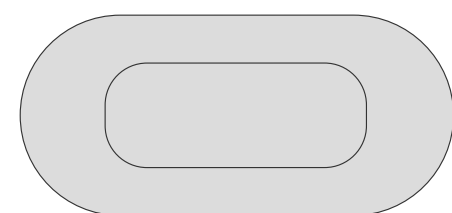
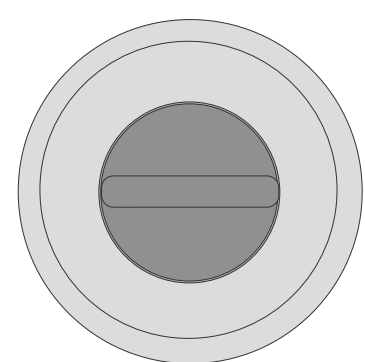
Playful

Bold

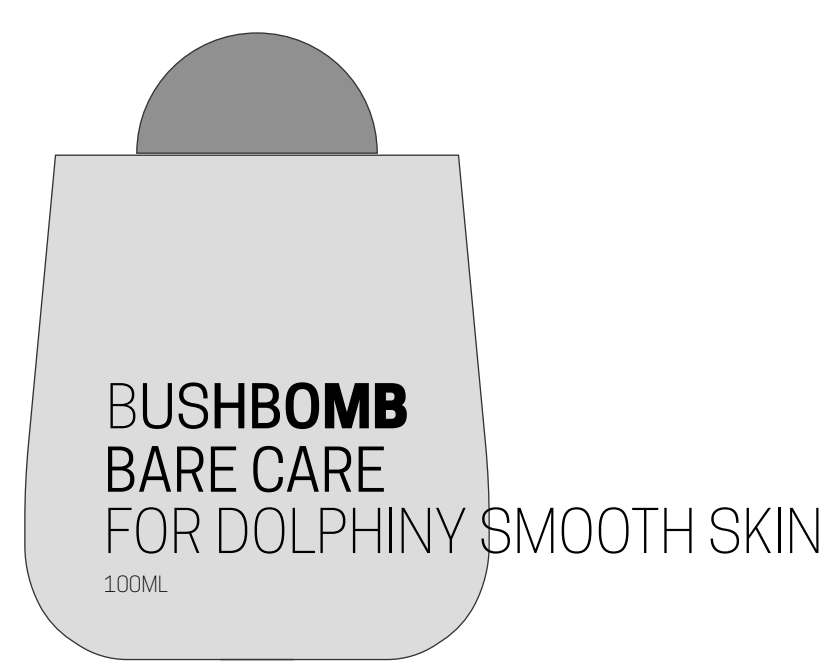
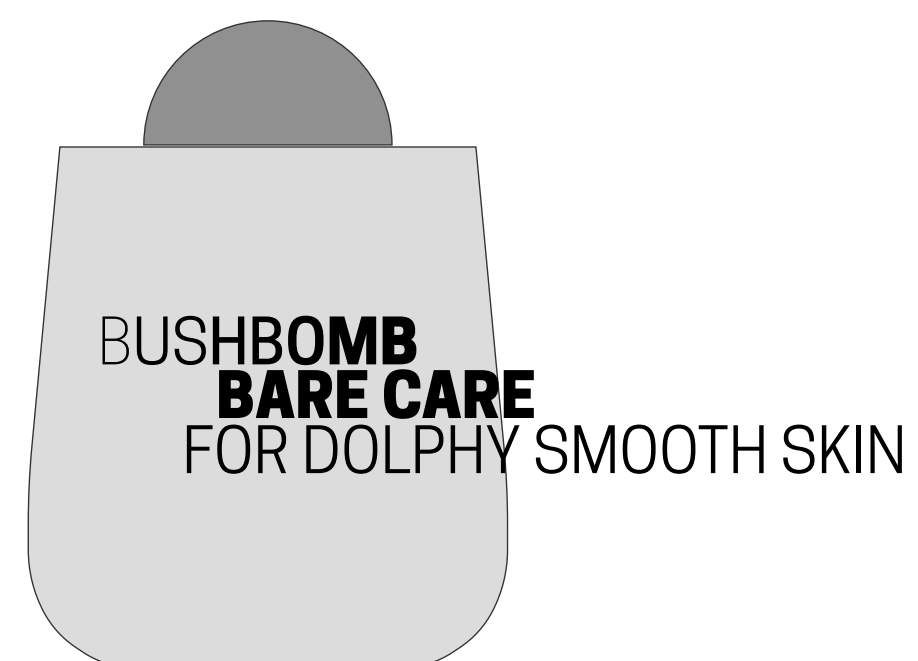
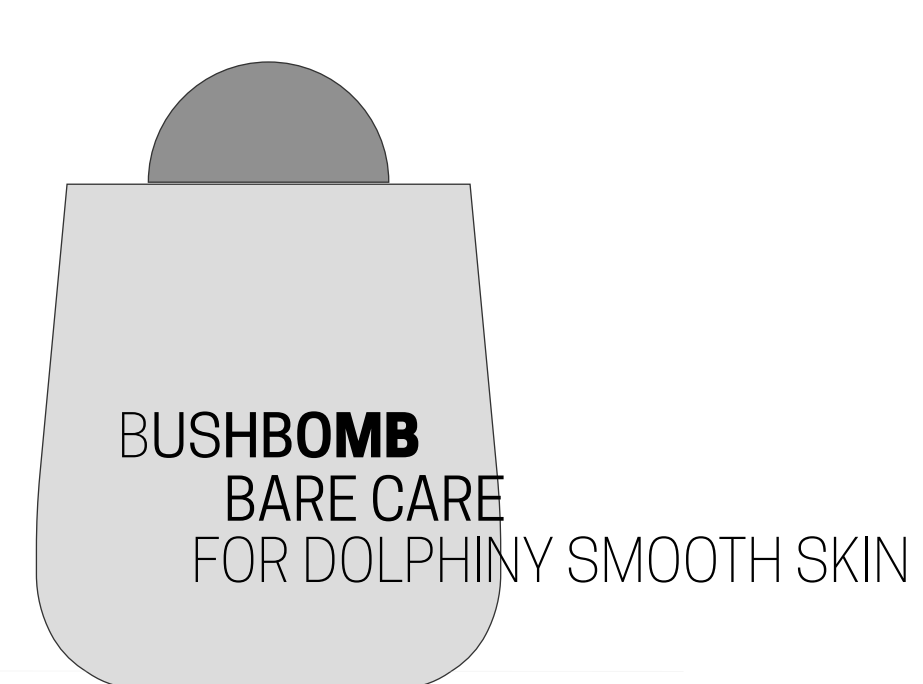
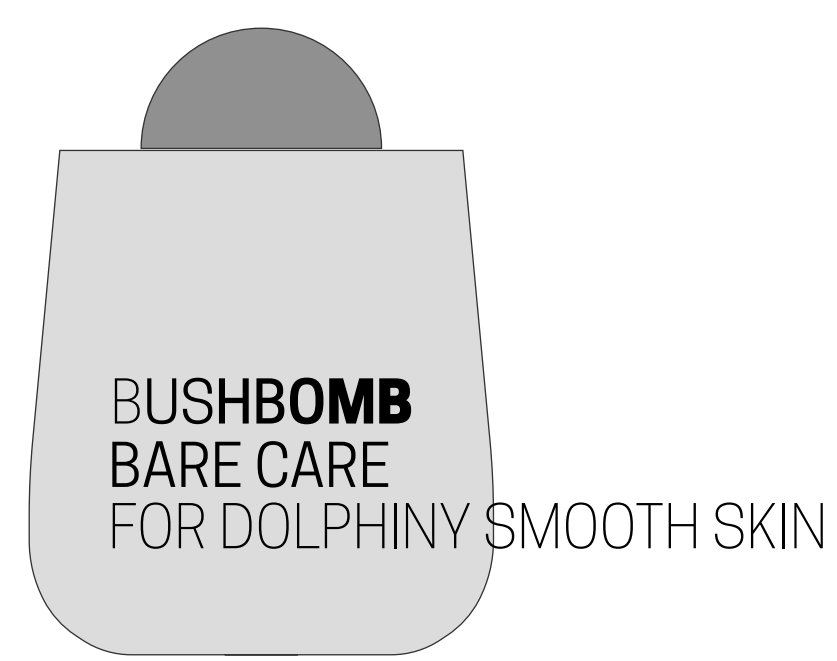
Sophisticated













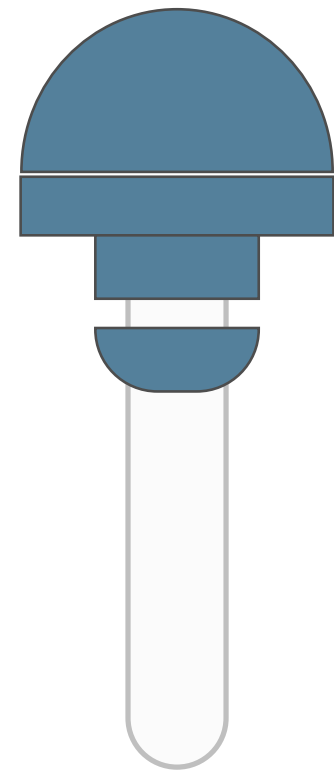




DELIVERY EXPERIENCE





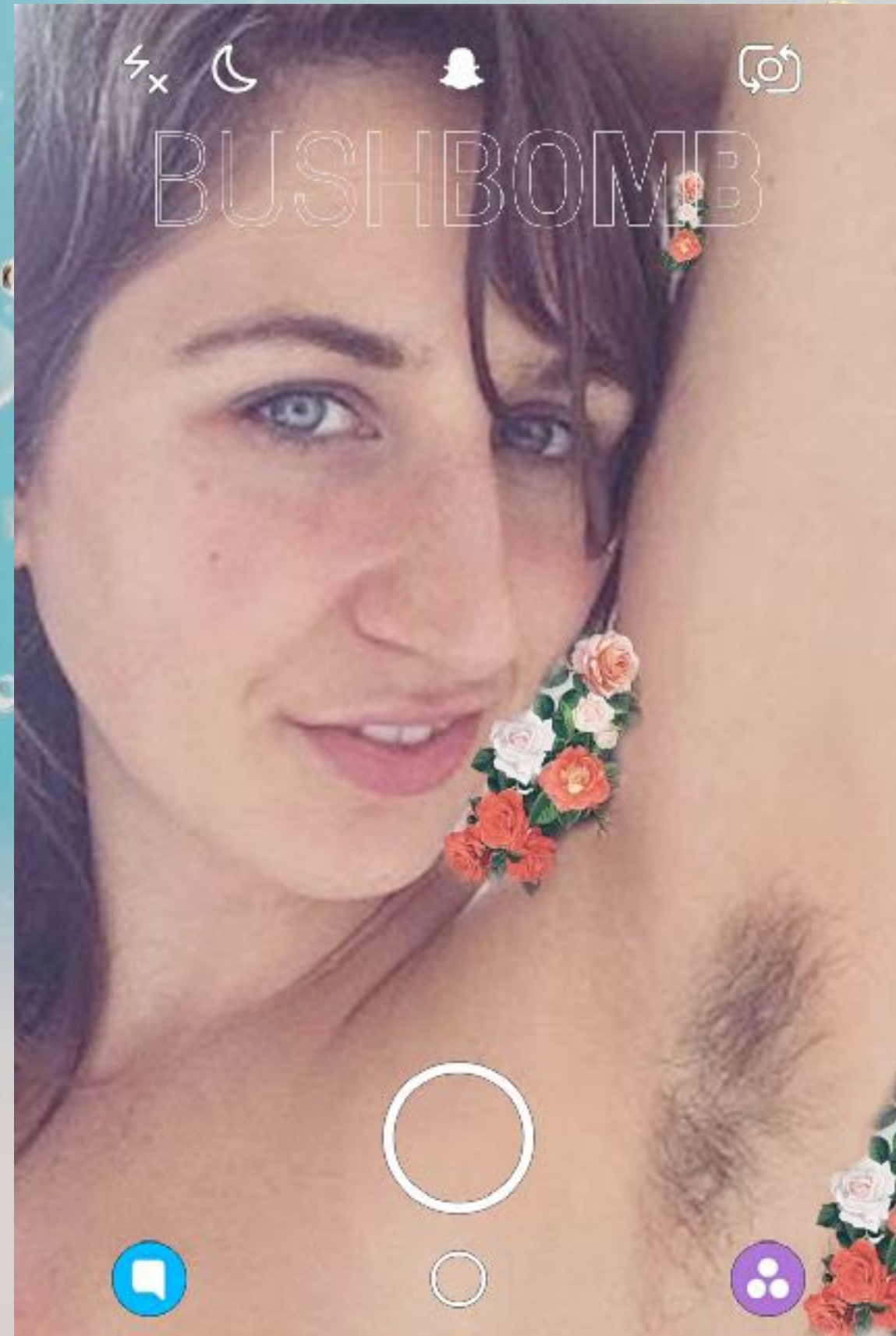


INGREDIENTS JOJOBA OIL,
GRAPSEED OIL, SAGE OIL, LEMON
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