



HAAN Brand

TURNING CARE AROUND

HAAN is a part of a new generation of companies that want to build a better future for the planet and humanity.

That means a disruptive approach to the way a business is conceived: being part of the game & the solution. Our claim defines a social engagement in an outdated industry that has turned its back on the people. On one hand we are reinventing personal care products with high levels of design and innovation; on the other, we are creating a social change in developing countries. 'Turning care around' keeps in mind both sides of the coin.





Ready to care

HAAN designs and markets personal care products, reinventing established categories with a unique DNA: trendy, portable, easy, non-single use.

Ready to change

HAAN is conceived as a company with a deep sense of social commitment, focusing its activity on Water Crisis awareness and eradication.



The Founders

"In 2018 the idea was born. As entrepreneurs we were already running another business, but something was missing. We noticed the need to start a brand that could become a game changer.

We realized the care industry is a great way for us to be able to reach many consumers with our message since we believe that everybody is a care product consumer.

Before HAAN we've worked in the fashion industry, from where we take our design taste, retail obsession, and customer service orientation.

We really believe that nowadays every company should have a positive impact in our society. With HAAN we are able to make this happen and that's the driving force behind our company."





HAAN designs and markets personal care products, reinventing established categories with unique DNA.



Easy

Affordable price and easy to use



Trendy

Clean and appealing design



Portable

Travel and pocket friendly



No single-use

Nearly sustainable as possible

Brand Personality

WATER IS LIFE

Our social commitment connects with our personality. Bringing clean water to developing countries means hope and happiness.

POSITIVE MOOD

HAAN is your everyday sidekick that brings you beyond.

COLOR BLOCK PALETTE

Our full colorful packaging shows our fresh and good vibes atmosphere.



READY TO CARE

HAAN Pocket

HAAN POCKET

Your everyday hand sanitizer

Keep your hands clean and moisturized with our HAAN Pocket in just a few seconds. Kill 99.99% of bacteria and viruses with a small gesture.



Not only trendy but efficient

Our formula with 65% of Alcohol (Ethanol) is effective against viruses, bacteria, and fungi*:

- EN 14476, Limited virucidal activity.
- EN 1650, Bactericidal activity.
- EN 1276, Yeasticidal activity.

*Confirmed by the german laboratory BIOTECON Diagnostics GmbH through chemical specialized consulting CHEMSERVICE.



Aloe Vera moisturizes



Fresh scents



Spray system



Travel friendly



100% Vegan



Recyclable packaging



+ 100 cleanings



Kills 99.9% germs



RECYCLABLE & REFILLABLE

The material used for our packaging is Polypropylene Plastic or Plastic Type 5.

The bottle is 100% Recyclable.

It is refillable which means that the bottle is not single use plastic and its will save up to 89% of plastic.

Hydrate your skin

Enhance the softness of your hands by using our fast-absorbing and non-sticky spray. Our triclosan and parabens-free formula is a mix of 65% Ethanol Alcohol, fragrance, and Aloe Vera, which avoids a drying feeling and leaves your skin moisturized instead.

Anytime, Anywhere

The travel-size 30 ml bottle with more than 100 uses goes wherever you go: take it along in your bag or pocket and use throughout the day.



DAILY MOODS COLLECTION

Fresh, simple and pleasant fragrances collection that will remind you of different times of the day.



CITRUS NOON

Effervescent, shiny and fresh with a citrusy orange base and a tonic bubble effect.

Ref. 5060669780038
30 ml.

SUNSET FLEUR

Feminine breeze with a floral bouquet base.

Ref. 5060669780021
30 ml.

DEW OF DAWN

Hints of green freshness come from green roots, a fresh-cut grass note base and a light touch of galbanum.

Ref. 5060669780007
30 ml.

MORNING GLORY

Delicate, subtle and floral notes wrapped around a fresh green tea note with a grapefruit base.

Ref. 5060669780014
30 ml.

WOOD NIGHT

A dark cedarwood entangled with pine tree and a wet earthy base.

Ref. 5060669780045
30 ml.

PRODUCT LIFE



x400
sprays

=



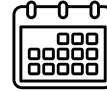
sprays each of
yours hands

=



x100
washes

=



more than 1
month of use







refill it and
start over!





HOW TO USE

-  1. Spray each of your hands.
-  2. Shuffle fingertips in palm.
-  3. Rub your hands inside and out.
-  4. Rub between your fingers.
-  5. Enjoy clean and soft hands.

KEY MOMENTS TO WASH

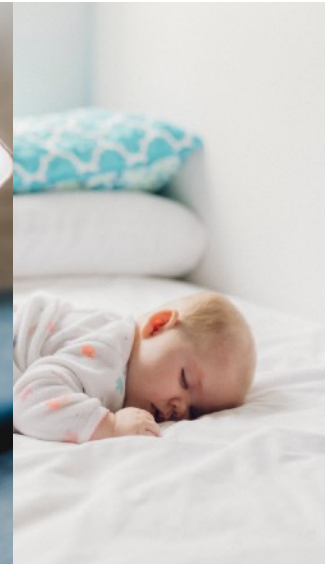
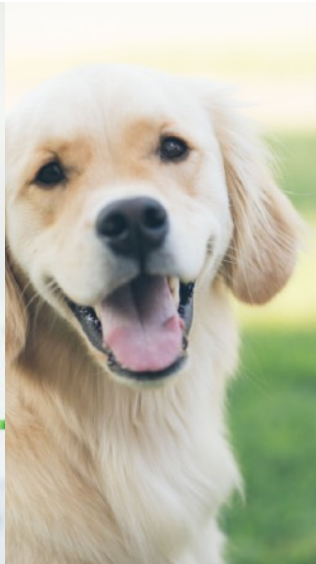
After going to the restroom or changing a diapers.

Before touching, cooking or eating food.

After playing with pets and collecting stool.

After getting off the bus, using an ATM or someone else's device.

Before and after touching a baby, old or sick person.



READY TO CARE
HAAN Refill

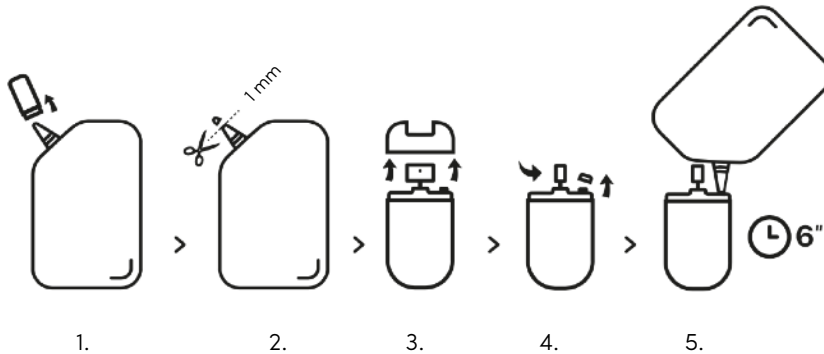
-89%
PLASTIC
PLASTIC
PLASTIC
PLASTIC

Less plastic, less price... More lifetime!



HOW TO RECHARGE

So easy, so useful, so positive



Net Wt. 3,38 fl oz (100 ml)

1. Remove the cap.
2. Cut 1 mm off the top.
3. Lift the top.
4. Open the aperture.
5. Refill the bottle.

READY TO CARE
HAAN Pocket Case

HAAN POCKET CASE

Play it safe!

Introducing the first accessory for our HAAN Pocket to make it easier for you to wear it around your neck or hung in your backpack, and to make it even more resistant overtime.



HAAN POP

PHARMACY DISPLAY



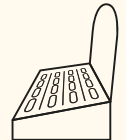
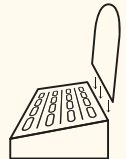
Technical data

8 lines display

40 units sprays

31x25 cm

How to use



BEAUTY & TRAVEL RETAIL DISPLAY



Technical data

8 or 1 lines display

40 units sprays

31x29 cm

How to use



BEAUTY FLOOR STAND



Technical data

4 shelves

(Pocket) 40 units.

(Refill) 20 Refill units.

(5Pack) 40 units.

(3Pack) 42 units.

45 x 175 x 30 cms.

FASHION DISPLAY



Technical data

5 or 1 lines display

25 units sprays

31 x 29 cm

How to use



REFILL DISPLAY

Technical data

10x15 cms.
5 unit Refill



Pharma



Fashion
Beauty
Travel Retail

POP UP STORE



Technical data

A double-sided stand with 3 shelves.

165 x 170 x 40 cms.

READY TO CHANGE

Fight against Water Crisis

Water is life - health, education and economic development.

Water is a primary component to generate life and development. Clean water and sanitation is United Nations' Sustainable Development goal #6.

HAAN is conceived as a company with a deep sense of social commitment, focusing its activity on Water Crisis awareness and eradication. Nowadays the problem affects 40% of the world's population, an alarming figure that is projected to rise as temperatures do.



The other side of our products

The most important benefit of all our products goes beyond their features. Each bottle carries a water contribution turning our clients into #watercreators.



20% of our profits fund water projects in developing countries.



Why Malawi

We met our current partner and we loved how transparent they are. They track every cent received. Besides, they have been acting locally for more than 40 years, so they know and understand the needs from a general perspective. They do many kind of projects, and we partnered with them to strengthen their water projects.

These are the finished water wells so far:

#01 CHANGOMA SCHOOL

Location: 13°35'14.24"S 34°07'59.98"E

Beneficiaries: 914 people

#02 MCHENGA

Location: 13°34'44.9"S 34°08'10.2"E

Beneficiaries: 78 people

#03 THUWALUGWA

Location: 13°34'13.1"S 34°08'06.5"E

Beneficiaries: 244 people

#04 CHAMBA-DZANA (HOFF)

Location: 13°35'27.2"S 34°07'25.1"E

Beneficiaries: 181 people





Wells building

HOW DEEP

Every project is different, average depth is around 50 meters.

HOW SAFE

Every water well is analyzed to ensure 100% of safety.

HOW MANY PEOPLE CAN DRINK

The projects we have done are implemented in communities with around 150 to 200 persons.

HOW MUCH DOES IT COST

Every supplier from each country has different prices. Our Malawian driller partners charges us 3,800\$ for each water well project.

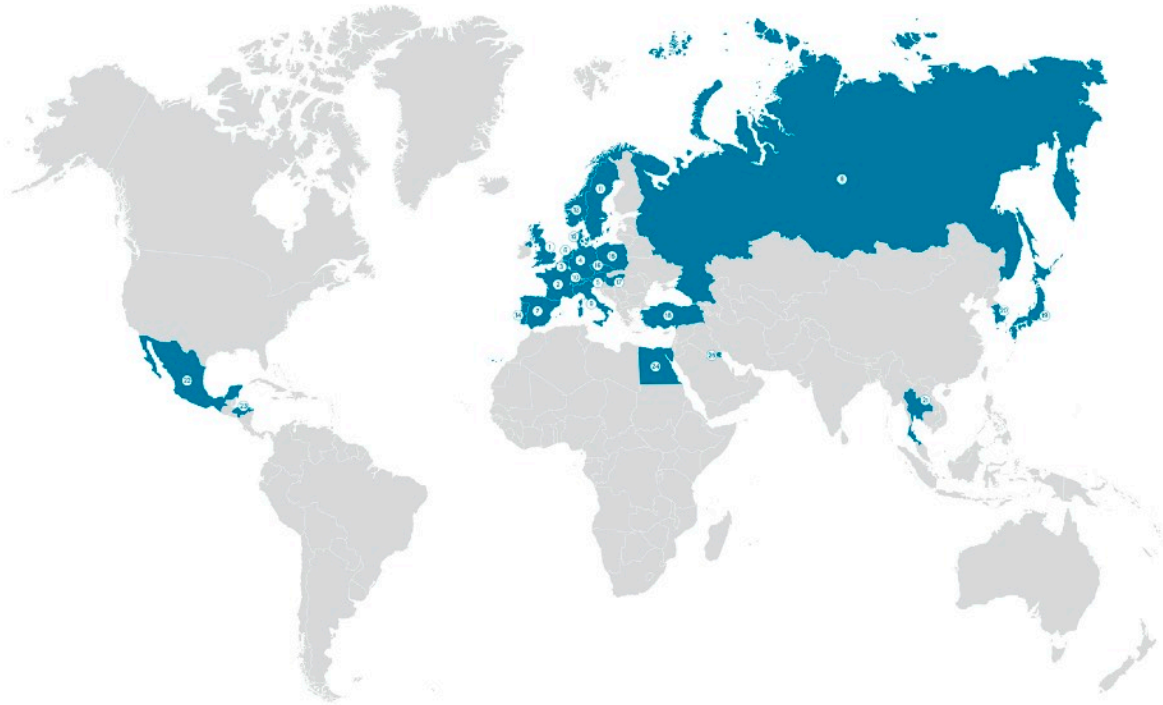
MAINTENANCE

There is a basic maintenance needed. But more important is the proper use of the system. So communities are asked to pay 200\$ to show their commitment and responsibility.

A worldwide brand

PRESENT IN 25 COUNTRIES

We are currently available in 25 countries all around the world, not only in Europe but Middle East, Asia and America. Our products can be found in fashion and concept stores, beauty and, pharmacies.



- | | | | | |
|------------|-----------------|--------------|--------------------|--------------|
| 1. UK | 6. Netherlands | 11. Sweden | 16. Czech Republic | 21. Thailand |
| 2. France | 7. Spain | 12. Denmark | 17. Hungary | 22. Mexico |
| 3. Belgium | 8. Russia | 13. Norway | 18. Turkey | 23. Honduras |
| 4. Germany | 9. Italy | 14. Portugal | 19. Japan | 24. Egypt |
| 5. Austria | 10. Switzerland | 15. Poland | 20. South Korea | 25. Kuwait |

Our TOP Accounts

You can find our HAAN products in different reference stores such as:

ES. El Corte Inglés, Isoleé.

FR. Lafayette, Printemps.

PL. HE Concept Store.

CH. Globus, Einzigart, Jelmoli.

DE. Breuninger, Apropos, Uzwei, Lodenfrey.

AT. Steffl.

NL. Hutspot

IT. Antonia Milano, 10 Corso Como.

UK. Liberty, Oliver Bonas.

JP. Isetan.

INTERNATIONAL. Urban Outfitters, Oysho



POLAND – NAP



FRANCE – PRINTEMPS



GERMANY – KADEWE

Travel Retail

We are present in the travel sector through airports, airlines and ferries in 15 different countries.

Find us in +50 airports:

- Amsterdam Airport Schiphol
- Josep Tarradellas Barcelona - El Prat Airport
- Madrid-Barajas Adolfo Suárez Airport
- Paris-Charles de Gaulle
- Brussels Zaventem Airport
- Václav Havel Airport Prague
- Vienna International Airport
- Lisbon Portela Airport
- Tocumen International Airport (Panama)
- El Dorado Luis Carlos Galan Sarmiento International Airport (Colombia)
- Dallas/Fort Worth International Airport



Press coverage

What they say about us

WGSN

"Every sale of this colorful and aromatic sanitizer generates profits that are given back to projects in parts of the world experiencing water scarcity"

VOGUE

"If we have to sanitize our hands every two minutes, we might as well enjoy it. This one takes up very little space, smells good, and is an excellent colour."

GQ

"Our secret tip for when you're on the road: "HAAN Pocket". Practical hand sanitizers that provide care in addition to their disinfecting effect."

ELLE

"Always with you. Hand sanitizers have come into our lives to stay. Pamper yourself by choosing ones that have aloe vera, smell good and have a moisturizing action like these, from HAAN."

lonely planet

"The importance of clean hands has never been so great, and fortunately, it's no punishment at all to take these colorful hand sanitizers on the road."

ICON

"In good hands. Now that hand sanitizers have come into our lives to stay, they better be pretty, smell good and have a social purpose."

Editorial Clipping

FAVORITEN

SAUBERE SACHE!
Die Handdesinfektoren von Händl sind praktisch, hübsch und tun auch noch Gutes. Ein Fünftel des Phosors wird in all-funktionale Feinwaschpulverprodukte investiert.

LEBENSSTIL

Soma Glanz
Diebstahl ist ein verbreitetes Verbrechen. Diebstahl ist aber nicht nur ein Verbrechen, sondern auch ein Verbrechen. In diesem Artikel werden wir Ihnen zeigen, wie Sie Ihre Sachen vor Diebstahl schützen können. Wir haben einige tolle Tipps für Sie zusammengestellt, die Ihnen helfen, Ihre Sachen zu schützen.

SCHNICK, SCHNICK, SCHNICK!
Am 27. August 2020 hat die deutsche Schokolade-Produktion, die die Welt der Süßigkeiten liebt, einen besonderen Tag gefeiert. Am 27. August 2020 hat die deutsche Schokolade-Produktion, die die Welt der Süßigkeiten liebt, einen besonderen Tag gefeiert.

Freundin

ESSENTIALS

VAMOS A LA PLAYA...
Legalmente, los centros impresarios de belleza en agosto y septiembre de este año ya están abiertos.

ESSENTIALS
L'Oréal Paris hat eine neue Linie von Produkten entwickelt, die speziell für den Sommer entwickelt wurden. Diese Produkte sind perfekt für den Sommer geeignet und helfen Ihnen, Ihre Haut zu schützen und zu pflegen.

Elle

Coronavirus: The New Beauty Essentials: Part 1 - The Protectors

The huge shift in behavior driven by the pandemic has reshaped consumer demands in just a few months. Beauty has discovered a new role beyond aesthetic, as a protector and soother. In part one of our two-part series considering these new roles, we analyze how brands must rapidly reshape their portfolios to help keep consumers safe.

Clare Verge & Jenni Middleton | 07.07.20
6 minute

WGSN

WGSN

ED'S EDIT
Editor Katy Surranese curates the latest health, beauty, fitness and wellbeing buys.

Green-Molecule Skin-Bath Protein
From green tea, green coffee and green grape, this protein-rich bath foam is perfect for detoxifying your skin.

Design's True Natural Tooth Paste
From green tea, green coffee and green grape, this protein-rich bath foam is perfect for detoxifying your skin.

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Top Sante

ETALAGE

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Textilia

Influencers Clipping



@befifty



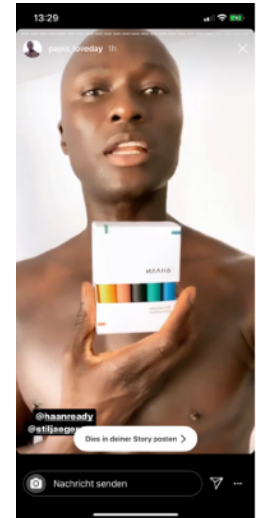
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@b_feirn



@modeweltmuenchen



@papis_loveday



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