

GLAMOUR



askmen®

“DEGREE JUST **MADE HISTORY** BY ANNOUNCING THE WORLD’S FIRST ADAPTIVE DEODORANT.”

“A CREATIVE IDEA WITH A **GREAT MESSAGE** OF INCLUDING PEOPLE.”

“DEGREE JUST **CHANGED THE GROOMING GAME** AND STRUCK A SERIOUS BLOW FOR INCLUSIVITY.”

THE WORLD’S FIRST ADAPTIVE DEODORANT

Degree INCLUSIVE

BACKGROUND

We will all experience disability at some point in our lives. Today, 15% of the world’s population lives with a disability. That’s 1 in 6! People with disabilities cannot easily use the essential personal hygiene and care products that many of us take for granted.

INSIGHT

Degree, the world’s #1 deodorant, has an inclusive purpose “To inspire confidence in everyone to move more”.

We believe that people with disabilities affecting their arms and/or vision should be able to take care of their hygiene needs independently.

IDEA

Our motto is “build with, not for”. Together with an inclusive team of designers, engineers, occupational therapists, psychologists, disabled consultants, we created Degree Inclusive, the world’s first deodorant for people with visual impairment and upper limb disabilities. A specially designed bottle to make self-care more inclusive, universal and accessible.

+2 BILLION
MEDIA IMPRESSIONS

72k ORGANIC
IMPRESSIONS IN 1 WEEK

INCLUSIVE PRODUCT DESIGN
HAS BEGUN FOR HAIRCARE
AND SKINCARE CATEGORIES



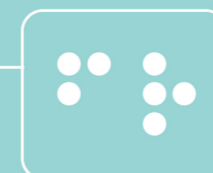
EASIER TO HANDLE

HOOK design for easier handling (the hook can be hung for opening with one hand).



EASIER TO OPEN AND CLOSE

MAGNETIC CAP for easier opening and closing for users with limited muscle strength and allowing for auditory confirmation for visually impaired users.



EASIER TO IDENTIFY

BRILLE LABELING for the visually impaired makes it easily identified by touch.



EASIER TO APPLY

Bottom **GRIP** that requires limited to no finger movement. **LARGER ROLLERBALL** to cover more surface area in one swipe as additional movement is difficult for people with disabilities.



REFILLABLE

REFILLABLE design to reduce plastic consumption.



“OMG! Every single day that I put on deodorant I think about how hard it is to get off the cap!”

@disability_dame



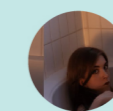
“This is amazing! I have been trying to get something designed like this for years!”

@lopezjaylo98



“I need this in my life!!!”

@kieranobk



“I’ve a disability in my hands and wrists, and when I saw this design I screamed with joy!”

@homebones

