NATURALLY SERIOUS



About the brand

Career-driven women and mothers, Rochelle Jacobs and Sarah McNamara, founded Naturally Serious after struggling to find clean, conscious skincare products that aligned with their healthy lifestyles and values. Disappointed by the misleading claims of many products, they leveraged their 20 years of beauty industry experience to create a line that is free from B.A.D. (Banned, Ambiguous, or Debatable) ingredients. Partnering with top chemists, they developed skincare that is clinically clean, effective, sustainably packaged, and 100% cruelty-free. Naturally Serious empowers women to maintain their glow with confidence, knowing their skincare is both safe and environmentally friendly.

Amenity collection

Shampoo: Help protect your hair and scalp from environmental damage with this claryfing anti-pollution shampoo, healthier-looking results.

Conditioner: Revitalize fragile, stressed hair exposed to UV rays, pollution, harsh weather and excessive heat styling with this anti-pollution conditioner for beautiful, shiny hair.

Shower Gel: Wash the day off with this invigorating anti-pollution bath and shower gel that sweeps away surface impurities.

Body Balm: This luxurious balm helps reinforce skin's moisture barrier to protect from photoaging and pollution. Formulated with a patended blend of anti-oxidants and shea butter, it leaves skin appearing soft and supple.

Hero ingredients & claims

Legend: VEGAN · AGAINST ANIMAL CRUELTY · PARABEN FREE (PF) · SULPHATE FREE (SF) · SLS FREE (SLSF) · PHTHALATE FREE (PHF)

Product	Hero Ingredients	Claims
Shampoo	Panthenol, Aloe, Glycerin	
Conditioner	Panthenol	
Hand & Body Wash	Panthenol, Aloe, Glycerin	
Body Balm	Glycerin, Shea Butter, Safflower Oil	

Fragrance profile — Citrus

Top Notes	Lemon, Orange	Middle Notes	Lavender, Pine	Base Notes	Lemongrass, Anise

NATURALLY SERIOUS

PRODUCT CODE	DESCRIPTION	ITEM SIZE	CASE PACK
SOAPS			
JUNJ-SOAP21	NATURALLY SERIOUS BODY SOAP FLOW WRAP	1.23 OZ / 35 G	200
DOVELOK DISPENSERS (360 ML)			
JUNJ-SHAM10	NATURALLY SERIOUS CITRUS SHAMPOO (WITH VIEWSTRIP)	12.7 FL. OZ / 360 ML	24
JUNJ-COND10	NATURALLY SERIOUS CITRUS CONDITIONER (WITH VIEWSTRIP)	12.7 FL. OZ / 360 ML	24
JUNJ-BGEL09	NATURALLY SERIOUS CITRUS SHOWER GEL (WITH VIEWSTRIP)	12.7 FL. OZ / 360 ML	24
BOTTLES (360 ML)			
JUNJ-BLTN11	NATURALLY SERIOUS CITRUS BODY BALM (WITH VIEWSTRIP)	12.7 FL. OZ / 360 ML	24
JUNJ-LQSP02	NATURALLY SERIOUS CITRUS HAND WASH (WITH VIEWSTRIP)	12.7 FL. OZ / 360 ML	24
DOVELOK BRACKET			
DOVE-AKIT01	DOVELOK KIT (INCL WHITE BRACKET, INSTALLATION TEMPLATE & 3 KEYS)	EACH	50



12.7 fl.oz / 360 ml **1 oz / 30 g**

*Please note that the images may not be true to scale.

HUNTER AMENITIES

For more information:
info@hunteramenities.com