



**FEET UP**  
EVERYDAY  
/REFRESHING  
FOOT SPRAY

EUCALYPTUS & PEPPERMINT

**24 H**  
ODOR PROTECTION  
DERMATOLOGICALLY  
TESTED

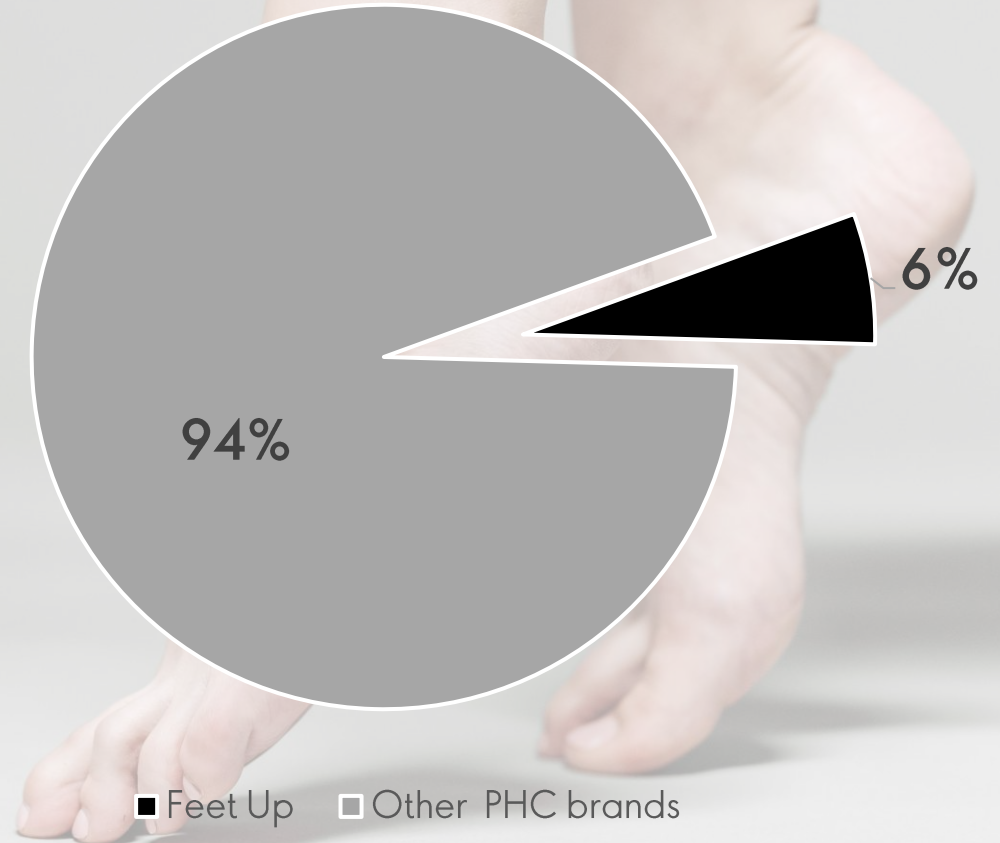
50% stronger  
results

**ORIFLAME**  
SWEDEN

**FEET UP**

**#5 Brand in PHC**  
**5M euro sales**  
**1.8M units**

Gross Sales YTD 2025



# BRAND ARCHITECTURE



	Everyday	Expert	Seasonal
Role for business	Penetration driver	Margin gainer	Excitement creator
Target	Mindful Traditionalist	Aspirational Perfectionist	Mindful Traditionalist
Portfolio	Daily needs	Targeted solutions	Daily needs
Price shelf	Value	Mass	Value



Feet Up  
Everyday



Feet Up  
Expert



Seasonal  
collections



Feet Up  
Everyday



Feet Up  
Expert



Seasonal  
collections

# Product line-up

## FEET UP EVERYDAY



46373



46374



46375

## FEET UP EXPERT



46983



47008

# FEET UP EVERYDAY



**FEET UP**  
EVERYDAY  
/REFRESHING  
FOOT SPRAY

EUCALYPTUS & PEPPERMINT

24 H  
ODOUR PROTECTION

DERMATOLOGICALLY  
TESTED

50% recycled  
metal can

ORIFLAME  
SWEDEN

**FEET UP**  
EVERYDAY  
/NOURISHING  
FOOT MASK

SHEA BUTTER & ALMOND OIL

48 H  
MOISTURISATION

DERMATOLOGICALLY  
TESTED

ORIFLAME  
SWEDEN

**FEET UP**  
EVERYDAY  
/OVERNIGHT  
MOISTURISING  
FOOT CREAM

AVOCADO & ALOE VERA

48 H  
MOISTURISATION

DERMATOLOGICALLY  
TESTED

30% recycled  
plastic tube

ORIFLAME  
SWEDEN

**FEET UP**  
EVERYDAY  
/DEODORISING  
FOOT POWDER

CLAY & LIME

ABSORBS EXCESS  
MOISTURE & SWEAT

DERMATOLOGICALLY  
TESTED

ORIFLAME  
SWEDEN

**FEET UP**  
EVERYDAY  
/SOFTENING  
FOOT CREAM

CHAMOMILE & JOJOBA OIL

24 H  
MOISTURISATION

DERMATOLOGICALLY  
TESTED

33% recycled  
plastic tube

ORIFLAME  
SWEDEN

**FEET UP**  
EVERYDAY  
/ANTI-PERSPIRANT  
FOOT CREAM

TEA TREE & PEPPERMINT

24 H  
ODOUR PROTECTION

DERMATOLOGICALLY  
TESTED

30% recycled  
plastic tube

ORIFLAME  
SWEDEN

# EVERY STEP OF YOUR DAY

Every day we spend **hours on our feet**. From work meetings to days at the beach, cozy nights in to sporty adventures, they take us everywhere. We've got places to be, things to do.

**With Feet Up** you can always be sure that they'll **look and feel great**. Through busy schedules and fun surprises, the **refreshing new formulas and soothing ingredients** can handle whatever comes your way.



# 46373 Feet Up Overnight foot cream

Formulated with avocado oil and aloe vera, Feet Up Everyday Overnight Moisturising Foot Cream has a rich, intensively nourishing texture.

**Natural Avocado Oil** Packed with protective antioxidants and fatty acids, It has outstanding regenerative properties and helps to moisturise and soften the skin.

**Aloe Vera Leaf Juice Vitamin – and mineral-rich Aloe Vera** helps to hydrate, soothe and keep skin looking youthful.

- 48h moisturisation
- Intensively moisturises and conditions skin overnight
- Designed to absorb quickly
- Designed to support the skin barrier
- Formulated with Avocado Oil & Aloe Vera
- Paraben free & dermatologically tested
- 30% recycled plastic tube

**HOW TO USE:** Massage thoroughly into clean feet every night, allow to absorb.



75 ml

# 46374 Feet Up APD Refreshing foot cream

Formulated with tea tree oil and peppermint, this light, fast-absorbing cream instantly refreshes and limits excessive sweating with 24-hour odour protection.

**Tea Tree oil** is renowned for its purifying and deodorising properties, and has well-known anti-bacterial and moisturising effects too.

**Peppermint oil** is rich in menthol, which is known for its purifying properties and gives the oil refreshing benefits thanks to its invigorating scent

- Fast-absorbing, light cream
- Designed to support the skin barrier
- Dermatologically tested and paraben free
  - 30% recycled plastic tube

**HOW TO USE:** Apply every morning after bathing or showering, by massaging in a small amount of cream into your feet.  
A great go-to for hot summer days.



75 ml

# 46375 Feet Up Everyday / Softening Foot Cream

Say good-bye to dryness and hello to soft, healthy feet!

**Chamomile** is rich in flavonoids which have a soothing effect as well as softening and conditioning the skin.

**Jojoba oil** is known as one of the best moisturising and conditioning oils for healthy skin.

- Helps to keep feet soft, smooth and healthy
- 24-hour moisturisation without greasiness
- Paraben free and dermatologically tested
- 33% recycled plastic tube

**HOW TO USE:** Apply to clean feet by massaging a small amount of cream all over.

150 ml



# CONFIDENT FEET START AT HOME



**FEET UP EXPERT**



**Feet Up Expert** is a collection of high performing foot care products, boosted with new technologies and clinically proven formulas developed by skincare scientists. Designed **to target your specific concerns and help you become a foot care expert** in your own home.

**Quick and visible results** leave more time for you to take on every opportunity that comes your way. Let your confidence show through every step!

# 46983 Feet Up Expert / Intense Moisture Foot Mask

Boosted with glycerin, this intensely moisturising foot mask deeply nourishes the skin for 56H and restores the skin's natural barrier

**Glycerin** is a powerful humectant that locks moisture into the skin and nourishes on a deeper level.

**Pro-Barrier Response Technology** This technology, with **D-panthenol and vitamin F**, works to repair and strengthen the skin barrier while increasing the skin's hydration

- 56-hour moisturisation without greasiness
- Formulated with intensely hydrating glycerin
- Nourishes your skin, leaving it soft and supple

**HOW TO USE:** Apply to clean and dry feet, leave on for at least 20 minutes. For better results, leave the mask on overnight.



# 47008 Feet Up Expert / Cracked Heel Repair & Smooth Foot Cream



75 ml

This deeply hydrating foot cream, packed with powerful Urea, improves the appearance of rough and cracked heels in just 3 days.

**Urea** is a powerhouse ingredient known for its exceptional ability to deeply hydrate and protect the skin.

**Pro-Barrier Response Technology, with D-panthenol and vitamin F**, works to repair and strengthen the skin barrier while increasing the skin's hydration.

- 48-hour moisturisation without greasiness
- Rough and cracked heels are improved in 3 days
- Stimulates skin barrier repair, resulting in soft and smooth skin

**HOW TO USE:** Apply to clean and dry heels twice a day, morning and evening.

# Upcoming Feet Up launches



**Raspberry & Lemon  
Summer Collection 2026**  
FAD: 1 March, 2026



**Coconut Oil & Vanilla  
Cream Winter 2026**  
FAD: 1 September, 2026



**Peach Spray  
Summer 2027**  
FAD: 1 March, 2027

*Design WIP*

**Thank you**