

## Why This Category Matters to Workplaces - Personal Care & Wellbeing

Personal care and wellbeing products play an increasingly important role in how organisations support their people. Workplaces are evolving, and expectations around comfort, hygiene, and day to day support have grown. Many organisations now recognise that small, practical provisions can make a meaningful difference to how people feel at work. This category helps dealers meet those expectations and offer customers a more complete approach to workplace experience.

### Supporting employee comfort and focus

When people feel comfortable and prepared, they are better able to concentrate on their work. Personal care and wellbeing products help reduce small distractions or discomforts that can interrupt the working day. These items are simple, practical additions that help employees feel ready for whatever their day involves.

Examples include:

- hand care for dry or irritated skin
- deodorants or freshening products for long shifts
- moisturisers and skincare for changing environments
- personal hygiene items that people may need unexpectedly

These products help create a workplace where people can focus on their tasks without unnecessary interruptions.

### Reflecting modern workplace expectations

Workplace culture has shifted. Employees increasingly expect their environment to support their wellbeing in practical ways. Many organisations now see personal care and wellbeing products as part of creating a positive, inclusive, and modern workplace.

This category aligns with trends such as:

- greater focus on employee experience
- increased attention to comfort and hygiene
- interest in sustainable and low waste products
- more inclusive workplace provisions
- support for hybrid and flexible working patterns

Dealers who understand these expectations can help customers stay aligned with current workplace standards.

### Enhancing workplace facilities

Personal care and wellbeing products complement existing facilities such as washrooms, breakrooms, and shared spaces. They help organisations create environments that feel well equipped and considerate of the people who use them.

Workplaces often introduce these products to:

- improve washroom standards
- support staff working long or active shifts
- provide essentials in shared areas
- enhance visitor and customer experience
- modernise older or under equipped facilities

These additions can make a noticeable difference to how people perceive their workplace.

## **Supporting inclusivity and accessibility**

Providing personal care and wellbeing products is a simple way for organisations to show that they value the needs of all employees. These items help create a workplace where people feel supported, regardless of their role, schedule, or personal circumstances.

This can include:

- offering period care as a standard provision
- providing hygiene items for unexpected needs
- offering products that support comfort during long shifts
- including sustainable or reusable options for those who prefer them

These small steps contribute to a more inclusive and welcoming environment.

## **Reducing small barriers in the working day**

Many personal care and wellbeing products address everyday situations that can disrupt someone's focus or comfort. By providing these items, workplaces help employees stay prepared and avoid unnecessary stress or inconvenience.

Examples include:

- having tissues available during cold seasons
- offering hand care in environments with frequent washing
- providing personal wipes for active or outdoor roles
- ensuring essentials are available for hybrid workers who travel light

These small provisions can have a positive impact on morale and productivity.

## **What this means for dealers**

This category gives dealers an opportunity to support customers in a practical, meaningful way. It helps them:

- broaden their offering beyond traditional categories
- strengthen relationships by understanding workplace needs
- introduce products that are simple to stock and easy to explain

- support customers who want to modernise their facilities
- position themselves as partners who understand workplace wellbeing

Dealers who embrace this category can help customers create workplaces that feel more thoughtful, more prepared, and more aligned with modern expectations.

### **Key takeaway**

Personal care and wellbeing products help workplaces create a more comfortable, inclusive, and well equipped environment. They support employee focus and day to day comfort, and give dealers a simple way to add value to customers who want to modernise their facilities.