

What This Category Covers - Personal Care & Wellbeing

Personal care and wellbeing includes a wide range of products that support comfort, hygiene, and day to day wellbeing in the workplace. These are practical items that help people feel prepared, comfortable, and able to focus on their work. The category is intentionally broad so dealers can offer a more complete workplace solution and meet the expectations of modern organisations that want to support their teams in simple, meaningful ways.

This category is not about specialist medical products or PPE. It is about everyday essentials that people may need during their working hours, and which many workplaces now choose to provide as part of a thoughtful, well equipped environment.

Examples of what sits within this category

Personal care and wellbeing covers a wide range of product types. Grouping them into themes helps dealers understand the breadth of the category and the opportunities within it.

Hygiene and freshness

Products that help people feel clean, refreshed, and ready for the day.

- deodorants and freshening products
- personal wipes
- hand sanitiser
- hand wash and hand care
- breath freshening products

Comfort and day to day wellbeing

Items that support comfort during long or active working days.

- moisturisers and skincare
- lip balms
- cooling or soothing products
- reusable heat or cold packs
- products that support comfort during shifts or physical roles

Period care

A practical part of workplace provision that many organisations now include.

- pads
- tampons
- liners
- reusable options
- dispensers and refill systems

Eco friendly and low waste personal care

Products that align with sustainability goals and modern workplace values.

- reusable personal care items
- low waste alternatives
- biodegradable or compostable options
- refillable systems

General personal essentials

Items people may need unexpectedly during the working day.

- tissues
- cotton products
- small hygiene accessories
- travel sized personal care items

These examples help dealers see how wide the category is and how many different types of products can sit comfortably within it.

A broad category

Personal care and wellbeing is intentionally broad because workplaces have varied needs and employees value access to different types of support throughout the day. A wide category allows dealers to offer a flexible range of products that suit different environments, working patterns, and customer priorities. It also gives space for new product types as workplace expectations evolve.

Dealers can use this category to offer:

- everyday essentials that support comfort and hygiene
- products that help people feel prepared during long or active shifts
- sustainable or low waste alternatives
- items that contribute to a more inclusive and welcoming workplace
- practical additions that complement existing cleaning, breakroom, and facilities ranges

This breadth helps dealers build a more complete workplace offering without needing specialist knowledge or complex product expertise.

Where these products are typically used

Personal care and wellbeing products are relevant across a wide range of workplaces. Common environments include:

- offices and corporate spaces
- warehouses and distribution centres
- education settings
- hospitality and leisure

- healthcare and care environments
- retail
- public sector buildings
- hybrid and flexible working spaces

This helps dealers see that the category is not limited to one type of customer. It has broad relevance and can be adapted to suit different workplace cultures and needs.

How this category fits into workplace supplies

Personal care and wellbeing products often sit alongside cleaning, breakroom, and facilities supplies. They help create a workplace that feels well equipped, considerate, and prepared for the everyday needs of the people who use it. Many organisations now view these products as part of creating a positive working environment, rather than optional extras.

Dealers can use this category to support customers who want to:

- modernise their facilities
- improve employee experience
- provide practical support for staff
- create a more welcoming and inclusive environment
- ensure people have access to essentials when they need them

These products are simple additions that can make a noticeable difference to how people feel at work.

How dealers can think about this category

This category works best when viewed as part of a wider approach to workplace experience. Dealers do not need specialist knowledge to sell these products. Instead, it helps to think about:

- everyday items that make work more comfortable
- products that people appreciate having access to
- small essentials that workplaces often overlook
- items that help people feel prepared and supported
- practical additions that complement existing categories

This mindset helps dealers see the opportunity clearly and talk confidently about products that are increasingly common in modern workplaces.

Key takeaway

Personal care and wellbeing is a broad, practical category that helps dealers offer a more complete workplace solution. It covers everyday essentials that support comfort, hygiene, and preparedness, and reflects the expectations of modern workplaces that want to look after their teams in simple, meaningful ways.