



hud

WANTING THE CHANGE
BEING THE CHANGE

OUR WHY



The awake generation

In various professions, the hands are particularly vulnerable when it comes to protecting them at work, not to mention all the millions of times you wash ordinary dishes at home.

Where hands become dry, may flake off, and be exposed to harsh chemicals.



We came to the conclusion that we are passionate about waking up a market that has been sleeping for the past generation or two.

And after speaking to a high number of workers with different occupations, we were flabbergasted over the common denominator these physical professions had.

WE ARE HUD



The sleeping market



After a long time of experiencing problems that others had - but never found a better solution for, I decided to work on an innovative solution for people who often exposes their hands to water, dust & chemicals.

Because being exposed to dehydrating and irritating chemicals at work or in your environment, can sometimes lead to unwanted lifestyle changes.

And I believe that everyone deserves to be themselves and enjoy their work of choice – without compromising the health of their skin.



Through thick & thin

“I want gloves that must be durable and not break easily. They must be able to be washed and used for a long time for the sake of the environment.”

/ Victor



“I need something that doesn’t feel too rubber-like on my hands! I Always have to moisture my hands after doing the dishes because the current gloves I use, are not only for washing dishes but also for cleaning.”/ Kalle

OUR WHAT



Inside out

There are many innovations to help you lose weight, get more beautiful, get enough sleep and to stop your biological clock from ticking visually...

- But is that enough?

HUD means 'skin' in Swedish and is the largest organ on the human body. One part of the body that is extra exposed to chemicals, cold/hot air, soap, detergents, hard materials, and different surfaces. They carry us through life and listen to our commands, but do you listen to their needs?



The sleeping market

“I would like to see a dish glove that is gentle, that does not smell after use and that doesn't require you to wash your hands afterwards.”

PROBLEMS

A GLOBAL ISSUE

If you need to protect your hands (like when washing the everyday dishes) you have two single options:

1. Wash without gloves and expose your hands to hot, dehydrating water
2. Use dish gloves where the hands are exposed to a hot, sweaty, and isolated environment with direct contact with rubber that wears against the delicate skin.

Both options are troublesome for the skin. And the fact that we need to expose our hands to water multiple times a day (particularly due to the pandemic) is not in our favor. Having hand problems can limit your life to the point that you develop symptoms like:

- Unhappiness
- Fear
- Broken self esteem



“I know that many of my friends have open wounds in the middle of their palms, and they say it hurts like crazy just to take regular rubber gloves off! I’m sure it’s because regular gloves don’t breathe as well as they should.” /Mikkan

PROBLEMATIC

COVID-19

The pandemic due to Covid-19 is a fact. And following the restrictions and guidelines are crucial, but also means that people use any type of gloves on the market today. The issue is that many of them are made with silicone or latex where they can do more harm than good.

HUD's glove is a multi-layer glove that can be a better alternative due to the:

- Breathing ability
- Great improved fit
- Environmentally friendly
- Sustainability
- Stylish design

DESIGN



MEETS



SWEDISH HERITAGE

CUSTOMER NEEDS

As this is a Swedish invention and Sweden is known for its minimalism, we found our inspiration from our heritage and culture and implemented it into our gloves. That makes them durable and wearable in many various situations.

- Black color with light grey details
- Elegant & simple design that is suitable everywhere
- Perfect precision fit

OUR SOLUTION

Skin vs H2O

Innovative experience

Elegant

Simple, scandinavian design, made to be worn everywhere.

Protective

waterproof, multilayered, sweat-absorbing

Comfortable

Finest precision, specially made for your hand size.

ECO-friendly

washable & durable through most chores.

Breathable

Carefully chosen fabrics for your skin.



“I would like to buy a dish glove that is gentle, does not smell after use and that doesn’t require you to wash your hands afterwards.” /Mikaela

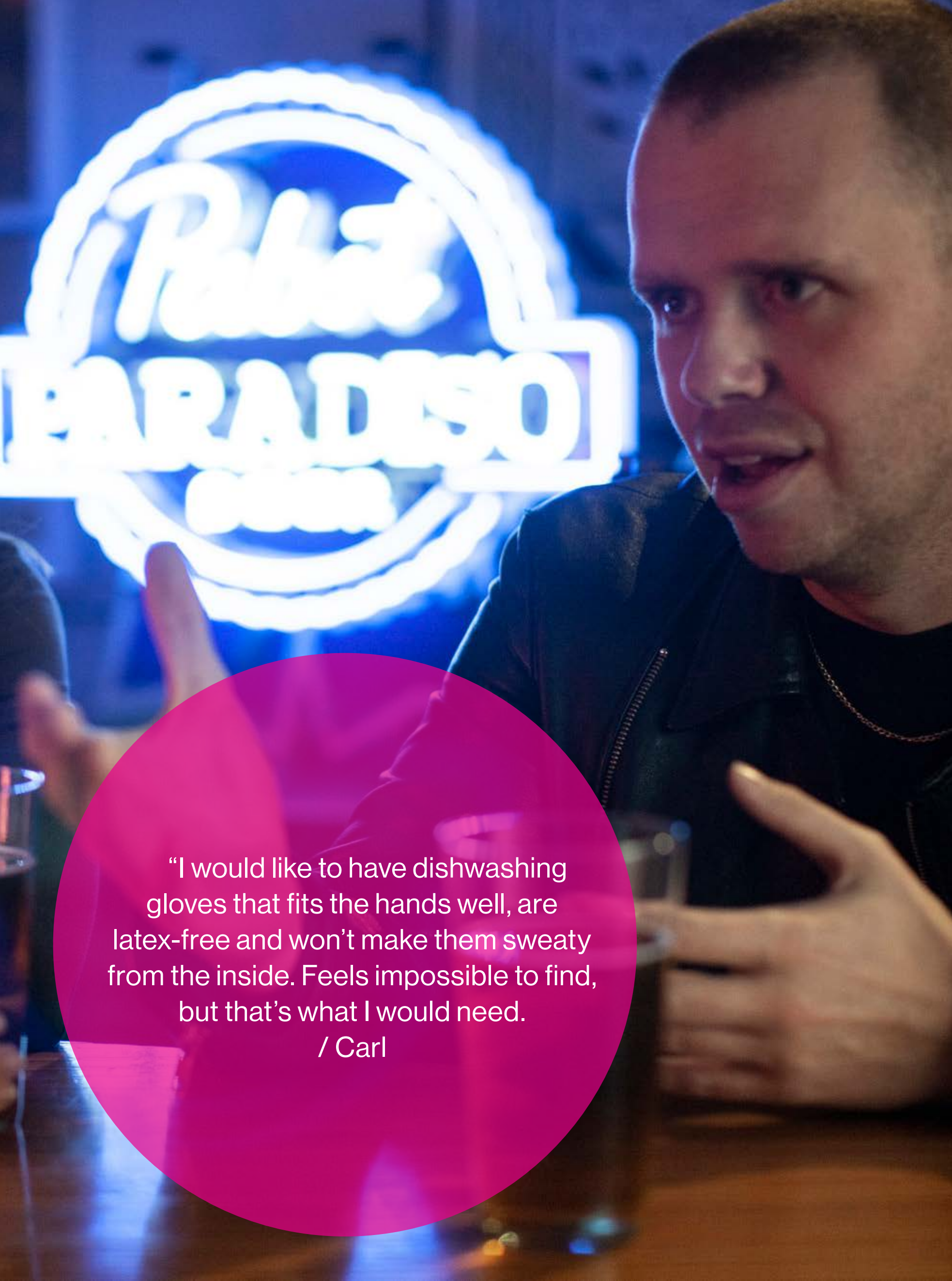
FUNCTIONALITY



Where design meets innovation


HUD's multi-layer glove absorbs the moisture from the inner layer out to the absorption layer, which eliminates the contact between the skin layer and sweat.

Horizontal and vertical wicking and absorption tests were done to investigate the moisture management properties of different materials. The sanitary pads and a cotton fabric named Allväv Eko, showed the highest absorbency.

A man with short hair, wearing a black leather jacket, is shown in profile, looking towards the left. He appears to be in a bar or restaurant setting. In the background, there is a bright neon sign that reads "Rabbit PARADISO". The sign is circular with the word "Rabbit" in a cursive font and "PARADISO" in a bold, blocky font. The overall lighting is dim, with the neon sign providing a strong blue and white glow. A large, semi-transparent pink circle is overlaid on the lower half of the image, containing text.

“I would like to have dishwashing gloves that fits the hands well, are latex-free and won't make them sweaty from the inside. Feels impossible to find, but that's what I would need.

/ Carl

A woman with long dark hair is shown from the chest up, covering her mouth with both hands. She has a wide-eyed, surprised, or shocked expression. The background is dark and out of focus. A large, semi-transparent purple circle is overlaid on the lower right portion of the image, containing white text.

“I want a material that
breathes and makes me not
have to wear cotton gloves
underneath. Also, so durable
that they can be reused for at
least a month.”

/ Carolina

THE RESULT



1 simple innovation

8 + benefits

1. Increased precision
2. Gentle for your skin
3. Increased comfort
4. Environmentally friendly
5. Protects the nails
6. Odorless
7. Reduces the cost of dishwashing gloves in the long run.

TESTIMONIALS

“Easier to pull off compared to ordinary washing gloves, since the inner glove helps.” /Henrik

“Not as sweaty. It usually itches after the regular gloves are removed.”
/Nathalie

“It is much more comfortable and gives a dry feeling afterwards which is very positive.” /Anna

“Such a comfort difference.”
/John

“A more pleasant experience compared to previously tried dish gloves, which have the tendency to irritate the skin and give an unpleasant and sweaty experience.” /Marcus



“The main issues with my hands are dryness and that my nails sometimes crack. This means I have to use hand creams all the time, but since I wash my hands often, I do not intend to use hand creams after every wash.”

/ Johanna

JOURNEY

Sweden's biggest innovation award

SKAPA is a foundation founded in memory of Alfred Nobel in 1985 and awarded its first prize in 1986.

The SKAPA jury:
"HUD has developed a smart, practical and concrete solution to a common problem that affects many people. The three layers of the dishwashing gloves keep your hands clean and dry with no risk of dehydration!"

2015 - 2018 RISE LAB

RISE LAB in Borås, Sweden, produced a requirements specification for HUD. RISE is a state research institute that collaborates with academia, business, and society in the Swedish innovation system.

2018 - 2019 Uppsala University

We also worked with graduate students from Uppsala University to investigate the most advantageous fabrics and materials.

Horizontal and vertical wicking and absorption tests were done to investigate the moisture management properties of different materials.

2019 - 2021 Swedish School of Textiles

Together with three textile engineers, we developed an inner shell for the glove that uses wicking technology. This technology has never been used in dishwashing gloves before, which makes our product unique in its kind.

REWARDS



REWARD 1

Value: 40 USD
shipping excluded!

hud

Support your skin's future

THANK YOU CARD + GOODIEBAG!

Your skin will thank you, so help us help you. We want to keep developing our product to perfection. And we want you onboard on the journey. It has just started, but we already have a clear vision of where we are ahead: To a world without worries.

Price: 15 USD

PLEDGE 15 USD OR MORE

REWARD 2

Value: 83 USD
+ shipping included!

PLEDGE 337 SEK OR MORE

Get HUD at the best price. Save 25% Off Retail (\$81).

We'll ask for your choice of size after the campaign is over.



EARLY BIRD

1 x HUD GLOVE (BLACK/GREY)

1 x THANK YOU CARD

1 x HAND LOTION

ESTIMATED DELIVERY: MARS 2022

30-Day Money Back Guarantee

SHIPS TO: Worldwide

Price: 40 USD

REWARD 3

Value: 125 USD
+ shipping included!

PLEDGE 584 SEK OR MORE

Save 35% Off Retail (\$105).

We'll ask for your choice of size after campaign is over.



NEXT TO YOU PACK

2 x HUD GLOVE (BLACK/GREY)

1 x THANK YOU CARD

2 x HAND LOTIONS

ESTIMATED DELIVERY: MARS 2022

30-Day Money Back Guarantee

SHIPS TO: Worldwide

Price: 70 USD

REWARD 4

Value: 203 USD
+ shipping included!

PLEDGE 808 SEK OR MORE

Get HUD at the best price. Save 25% Off Retail (\$51).

We'll ask for your choice of size after the campaign is over.



FAMILY IS FAMILY PACK

3 x HUD GLOVE (BLACK/GREY)

1 x THANK YOU CARD

3 x HAND LOTIONS

Behind the scenes material

ESTIMATED DELIVERY: MARS 2022

30-Day Money Back Guarantee

SHIPS TO: Worldwide

Price: 96 USD

REWARD 5

Value: 479 USD
+ shipping included!

PLEDGE 1347 SEK OR MORE

Get HUD at the best price. Save 40% Off Retail (\$419).

We'll ask for your choice of size after the campaign is over.

Limited: 500 first customers

Scandinavian countries only

THE SCANDINAVIAN OFFER

3 x HUD GLOVE (BLACK/GREY)

1 x THANK YOU CARD

1 x DR SANNAS PACK + GIFT CARD

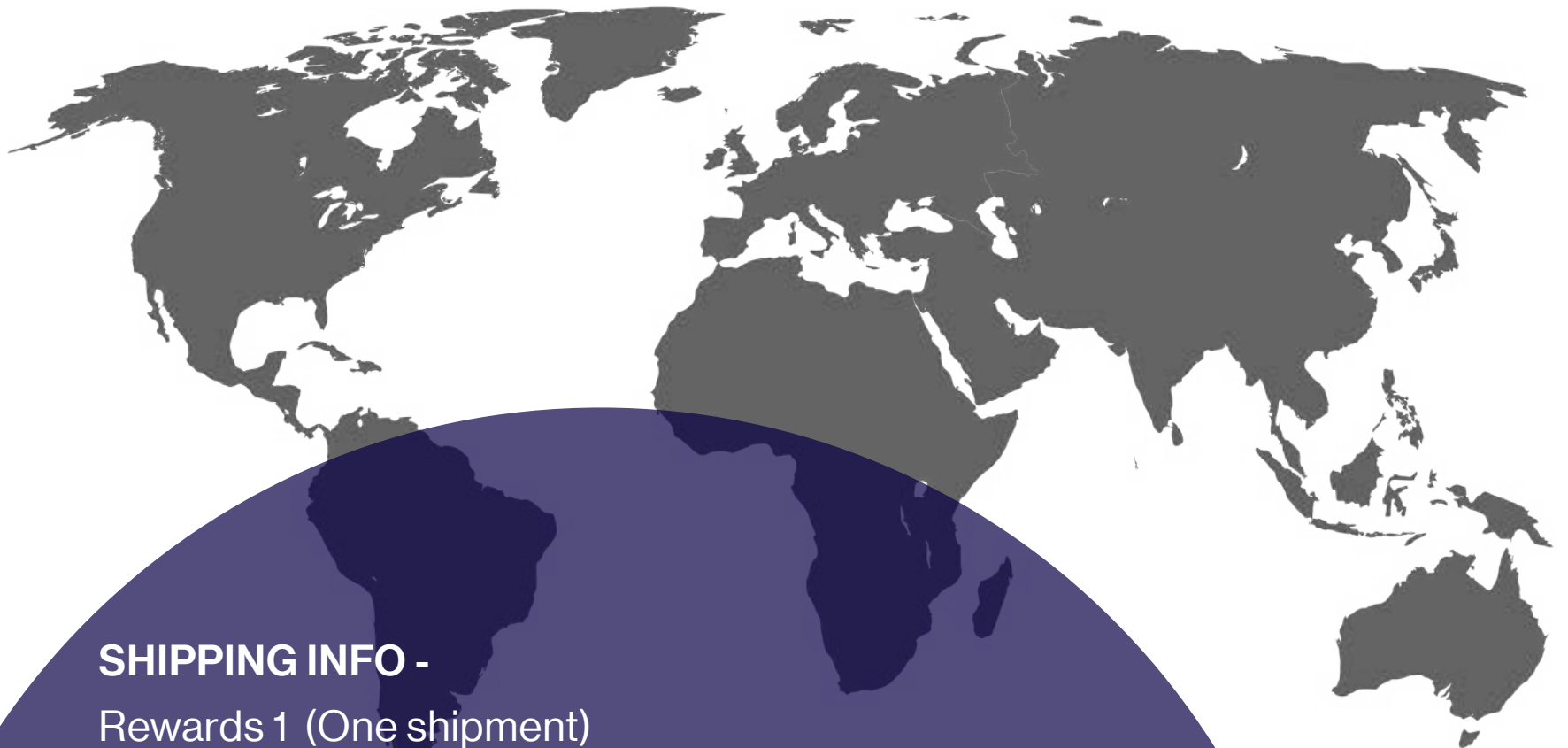
ESTIMATED DELIVERY: MARS 2022

30-Day Money Back Guarantee

SHIPS TO: Worldwide

Price: 161 USD

SHIPPING



SHIPPING INFO -

Rewards 1 (One shipment)

Rewards 2 - 5 (Two shipments)

SHIPPING - Zones

- Zon 7 (Ex. USA) 128 kr (15 USD)
- Zon 8 (Ex. Danmark, Finland) 104 kr (12,47 USD)
- Zon 9 (Ex Tyskland) 104 kr (12,47 USD)
- Zon 13 (Ex. Storbritannien) 104 kr (12,47 USD)
- Zon 1 (Kanada) 155 kr (18,58 USD)
- Zon 14 (Norge) 128 kr(15,35 USD)

+ covid 19, packing and order fee = 21 kr

Covid 19 fee is to cover the costs as there are fewer planes in the air when so few fly in combination with restrictions both locally and throughout countries regarding mobility.

FUTURE

OUR VISION

In the long term, we see ourselves in a strong market position and are working with larger production volumes to meet our client's needs.

Our goal will be to:

- Raise awareness
- Inspire our audience
- Help people with bad hand conditions
- Get employers to invest in our glove for their workers
- for their workers
- This will increase the positive effect for society, users, and our customer

THE FUNDING

The funding will be used to further develop our innovation:

- Creating a more durable inner shell that nails won't tear
- Creating an odorless glove
- Increased precision
- Sustainable materials – throughout.
- Outer glove who works with the inner glove
- Make it x10 thinner without losing functionality

DEVELOPMENT DONE

- Increased comfort
- Inner glove that is gentle for your skin
- Environmentally friendly – washable inner shell for improved hygiene and sustainability
- Inner layer that protects the skin
- Latex free inner shell