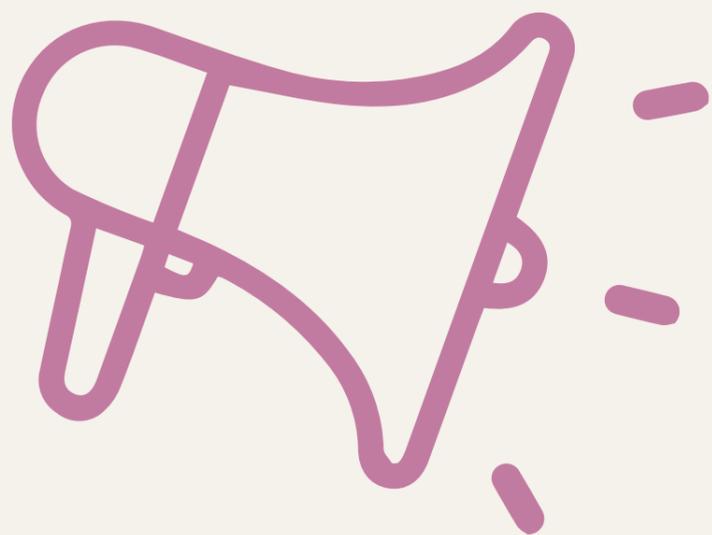


Demystifying the Case for Circularity #1



**“Circular
businesses
can’t scale!”**



**This is one of
the most
common
obstacles to
adopting a
circular
business model**



But scaling is possible



Just look at 'Wild'

A photograph of a hand reaching for a black Wild deodorant stick. In the background, a row of Wild products is displayed on a light blue surface against a blue background. From left to right, there are three white Wild lip balms, a black Wild deodorant stick, a teal Wild deodorant stick, a purple Wild deodorant stick, and a gold Wild deodorant stick.

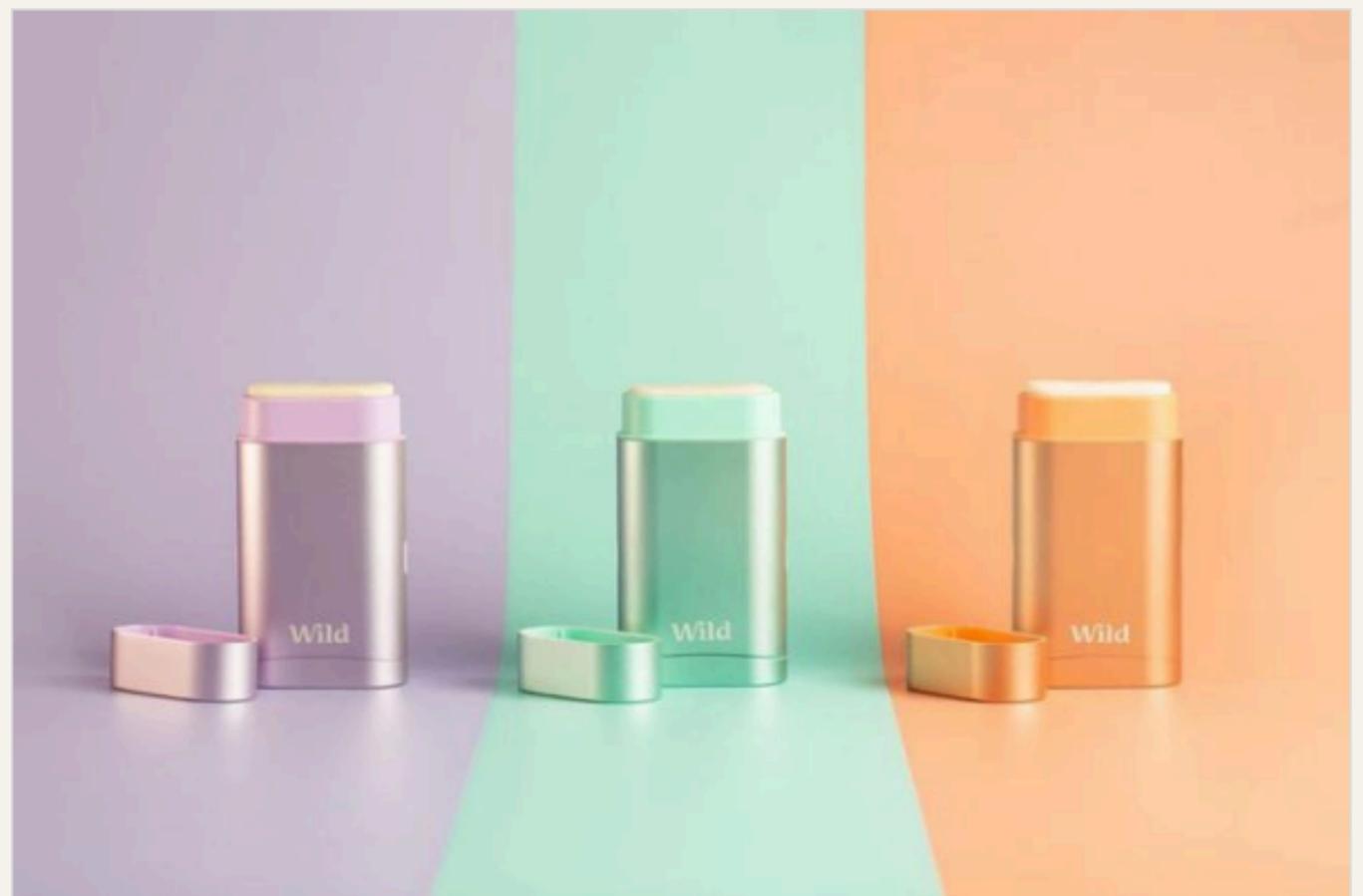
Wild - Refillable Natural Deodorants, Lip Balms, Body & Hand Washes

Go Wild for a plastic-free natural personal care that's kind to your skin and the environment. No harsh chemicals, aluminium, parabens or sulphates. Cruelty-Free.

 wearewild.com



Acquired by Unilever for £230m



Why Unilever has gone Wild for a deodorant challenger brand

The fmcg behemoth Unilever has reportedly made a £230m bid for the fast-growing refillable deodorant challenger Wild

 The Grocer / Feb 12



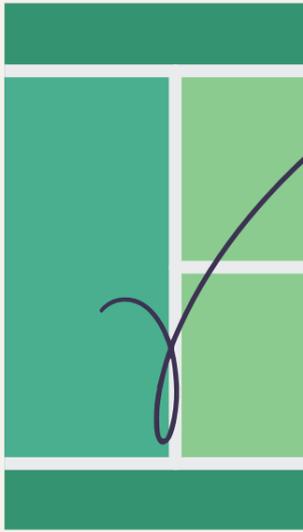
Ok...but what makes them circular?

1. They have **'extended the product life-cycle'** with their refillable cases.
2. **'Regenerative by design'** using compostable refills.
3. Further **'regeneration'** through tree planting.



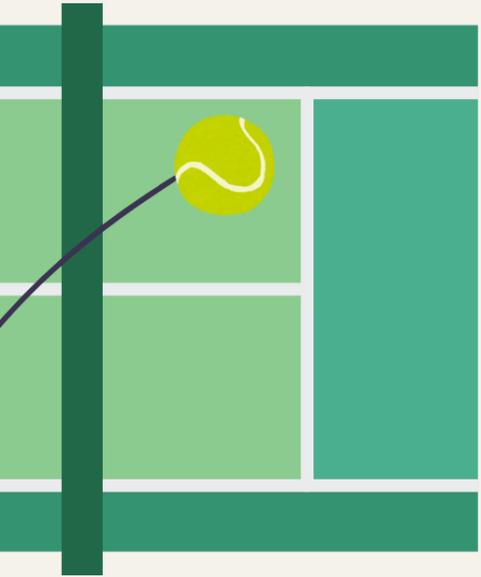
Perfect? No

Scalable? Yes



**In an imperfect market
you don't need to be
flawless**

**You just need to
start!**



The ball's in your court.

Curious how other businesses are
winning with circularity?

Follow Trail for the rest of the series

And if you're ready to apply these
strategies, I can help.

Book a discovery call today.