

***ST FUTURE***  
I N T E R N A T I O N A L

# Bath & Body Accessories

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Presentation by Marketing



# Bath & Body Accessories

Tested By Below

**BYRDIE**

**InStyle**

**WGSN**

 **TikTok**

# Our Observation

- **Material Upgrade:** Antibacterial, durable, gentle, natural.
- **Function Upgrade:** Multi-functional, adjustable, ergonomic.
- **User Experience:** Easy to clean, non-slip, visually appealing.
- **Product Line Optimization:** Multiple price points, versatile uses, kit/sets.
- **Market Trends:** Eco-friendly, suitable for sensitive skin, home spa experience.
- **TikTok Analytics:** [#AfricanSponge](#)

- Both **Byrdie** and **InStyle** commonly recommend these brands for body exfoliating tools:



LuvScrub Mesh Body Exfoliator



EcoTools Exfoliating Bath and Shower Gloves



Tooletries The Body Scrubber



Salux Nylon Japanese Beauty Wash Cloth



Dermasuri Deep Exfoliating Mitt Body Scrub



Goop Beauty G.Tox Ultimate Dry Brush



Baiden Mitten Classic Mitten

THE 15 BEST EXFOLIATING TOOLS FOR UNBELIEVABLY SILKY SKIN

UPDATED ON JANUARY 07, 2026 12:34PM



Best Overall

LuvScrub Mesh Body Exfoliator

We loved that it's so lightweight and dries quickly, meaning the mesh doesn't get slimy or soggy like some conventional loofahs do—perfect if you're planning to travel with it.



Best for Back

Goshi Exfoliating Towel

The towel effectively exfoliated the back and reduced back acne. Its medium abrasiveness made it easy to use, leaving the skin smooth and soft.



Best Budget

EcoTools Exfoliating Bath and Shower Gloves

Gloves are a great exfoliating body scrubber as they're easy to integrate into your shower routine and hold their shape well, even with regular use.



Best Dry Brush

Goop Beauty G.Tox Ultimate Dry Brush

**Material:** Biodegradable sisal fibers

Soft-bristle brush—besides lifting and loosening dead skin cells it can also increase circulation, leaving your skin feeling smoother and more invigorated.



Best Splurge

**Luxene Beauty Firmaglow Microdermabrasion Device**

This home-use microdermabrasion device designed to target the whole body promises all the benefits of deep exfoliation, including softer and more even skin texture, increased collagen, and a reduction of the appearance of dark spots.

# THE 15 BEST EXFOLIATING TOOLS FOR UNBELIEVABLY SILKY SKIN

UPDATED ON JANUARY 07, 2026 12:34PM

# BYRDIE



## Best for Beginners

Popchose Dry Brushing Body Brush

If you're new to exfoliating, this simple dry brush is a great place to start.



## Best for Dry Skin

Osea Plant-Based Body Brush

The oval shape and hand strap on this dry brush make it easy to maneuver around every curve of the body.



## Most Smoothing

Salux Nylon Japanese Beauty Wash Cloth

This towel was one of the more abrasive we used, which is useful for getting the skin extra smooth but it did leave little superficial scratches on the body.



## Best Towel

Goop Beauty G.Tox Ultimate Dry Brush

**Material:** Biodegradable sisal fibers

Exfoliating sensitive skin can be tricky, but this body scrub towel, made from washi paper threads and infused with antibacterial bamboo fibers, resists mildew and bacteria, offering impressive durability.



## Best for Fast Results

Spa Sister Exfoliating Spa Towel

In deepest winter, when skin gets particularly rough and dry, you need something that's going to work quickly. This exfoliating spa towel does just that, swiping off dead cells and revealing smoother, more supple skin in an instant.

## THE 15 BEST EXFOLIATING TOOLS FOR UNBELIEVABLY SILKY SKIN

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BYRDIE

**Best Silicone Brush**Tooletries The Body Scrubber

This handheld scrubber is covered in tiny silicone bristles that gently exfoliate dry skin as you shower. The antibacterial silicone dries quickly without accumulating mildew.

**Best for Bumps**Dermasuri Deep Exfoliating Mitt Body Scrub

Whether you have keratosis pilaris or you're simply prone to bumpy patches when your skin gets dry, exfoliating can help. This mitt was exceptional at removing old tanner to mitigate any patchiness.

**Best Design**Dr. Barbara Sturm The Body Brush

It's made from premium bristles that come in both medium and soft versions, so you can pick the exfoliation level that's suited to your skin type.

**Best Design, Runner-Up**Esker Dry Brush

The hemp twine wrapped around the handle just makes it a bit easier to grip—it's super chic and makes any space it resides in feel like a spa.

**Best Mitten**Baiden Mitten Classic Mitten

Made from woven wood pulp thread, this beloved mitten from Baiden is unbelievably effective for such a gentle exfoliator. It was very effective at reducing body breakouts.

# THE 11 BEST EXFOLIATING TOOLS TO MAKE YOUR BODY SMOOTH AND SOFT

Updated on February 19, 2026 @ 01:45PM

# InStyle



## Best Overall

Dermasuri Deep Exfoliating Mitt Body Scrub

To get the most natural, streak-free faux glow, your skin needs to be properly exfoliated, and this mitt is absolutely perfect for that mission. This is great for somebody who loves self-tanning and wants a reliable exfoliant to prep their skin.



## Best Budget

EcoTools Exfoliating Bath and Shower Gloves

If you've been disappointed by flimsy exfoliating gloves, the EcoTools shower gloves are a noticeable upgrade. They're best suited for normal to resilient skin types who want more grit than a soft cloth or silicone scrubber can provide—especially for smoothing rough areas like arms, legs, or keratosis pilaris spots.



## Best for Feet

PMD Clean Body

This exfoliating wand is actually four tools in one. The double-sided head features a silicone scrubber on one side, while the other side can accommodate one of three different attachments—loofah, massager, or exfoliator.



## Best Silicone

Tooletries The Body Scrubber

The Tooletries Body Scrubber is ideal for sensitive skin that still benefits from light maintenance exfoliation.

# THE 11 BEST EXFOLIATING TOOLS TO MAKE YOUR BODY SMOOTH AND SOFT

Updated on February 19, 2026 @ 01:45PM

# InStyle



## Best for Ingrown Hairs

### Baiden Mitten Classic Mitten

The Baiden Classic Mitten works well for oily or congestion-prone skin that can handle moderate friction. It is particularly useful for smoothing texture on the body, including stubborn bacne.



## Best for Keratosis Pilaris

### Salux Nylon Japanese Beauty Wash Cloth

The Salux Nylon Bath Towel and Wash is a great option for those who prefer a more vigorous, spa-style scrub, and those who sweat frequently or experience buildup from workouts.



## Best for Legs

### Sasawashi Mesh Body Scrub Towel

The long cloth allowed our tester Alice to reach her back with ease, yet didn't get stretched out at all. Alicia found that the weave is very soft with a very subtle grit; it was one of the softest exfoliating cloths she has ever used, but that doesn't mean it didn't work.



## Best to Remove Dead Skin

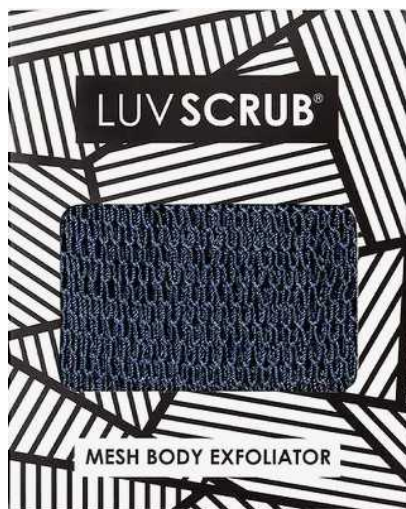
### Luxene Beauty Firmaglow Microdermabrasion Device

The Luxene Beauty Firmaglow Body Microdermabrasion Device is designed specifically for the body, making it a strong option for those who want more than a scrub or glove can deliver. Its diamond-textured surface offers controlled, spa-level resurfacing for areas like arms, legs, and thighs.

# THE 11 BEST EXFOLIATING TOOLS TO MAKE YOUR BODY SMOOTH AND SOFT

Updated on February 19, 2026 @ 01:45PM

# InStyle



## Best to Use Before Shaving

### LuvScrub Mesh Body Exfoliator

The LuvScrub Mesh Body Exfoliator is ideal for those who want full-body coverage without juggling multiple tools.



## Best for Body

### Goshi Exfoliating Towel

This medium-grit towel offers the same benefits but with a better delivery system, allowing you to scrub hard-to-reach places on your back (which helped clear up some bacne) or ball it up to address your arms.



## Best for Scalp

### Briogeo Scalp Revival Therapy Massager

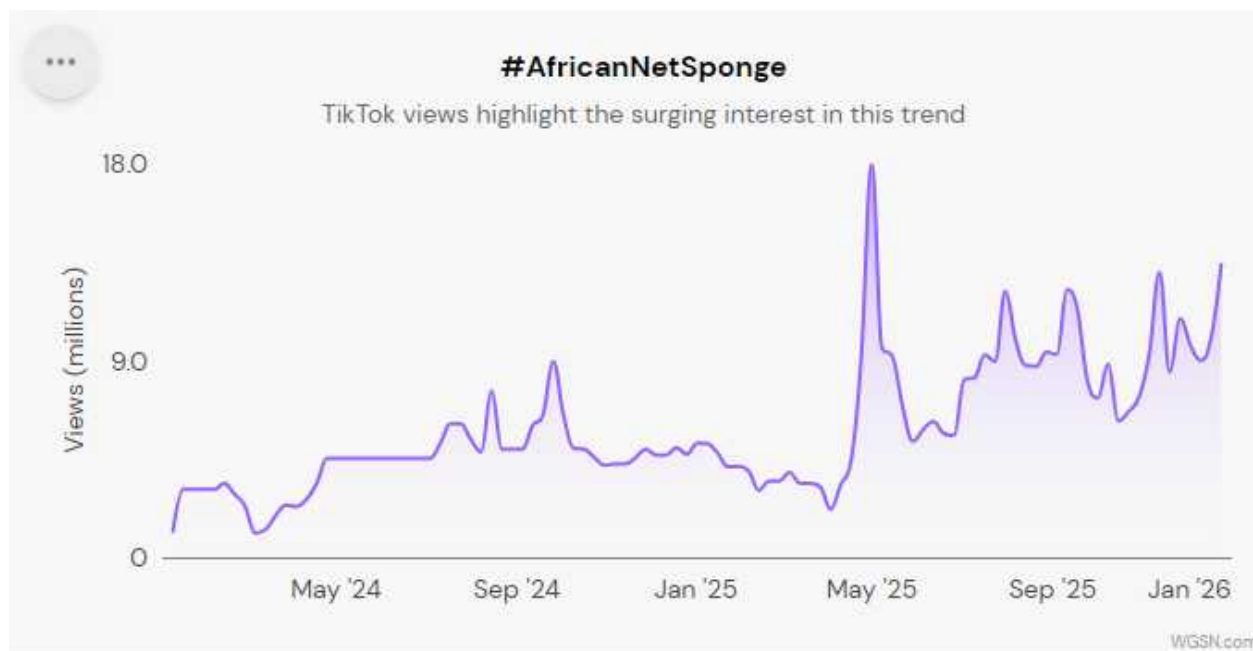
Another option that comes with an attached string for easy shower display, we love this Briogeo massager that gets to all the greasy scalp buildup.

## # TikTok Analytics Nov-Dec 2025: Hair &amp; Bodycare

# #African Net Sponge

[#AfricanSponge](#) [#BodyExfoliation](#)

At its peak, with 75% YoY growth, #AfricanNetSponge's medium lifespan and strong strength score are driven by the adoption of cultural bathing practices and technical solutions that support longevity skin goals.



# Bath & Body Accessories

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hanni

SKIN GYM®

ecOTOOLS®

SEPHORA

# Our Observation

## # NEW PRODUCTS

### Focus:

- **Shower Cap / Bonnet:** Styles remain similar, with most changes in patterns and prints.
- **Bath Accessories:** 1. African Net Sponge is growing in popularity; 2. Products upgraded for different skin types, with increasing demand for sensitive skin.
- **Face Tape / Mouth Tape:** Sleep beauty trend continues—designed to sculpt the face, enhance jawline, reduce puffiness, promote nose breathing, and target fine lines and wrinkles.

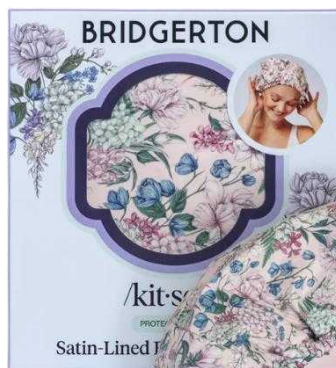
NEW

## Bridgerton x Kitsch Satin-Lined Flexi Shower Cap in Wisteria

★★★★★ 1,003 Reviews

\$26.00

- Wisteria-inspired pattern adds an elegant touch to your shower routine
- Extra-wide size & waterproof shell fully covers hair & preserves your style



NEW

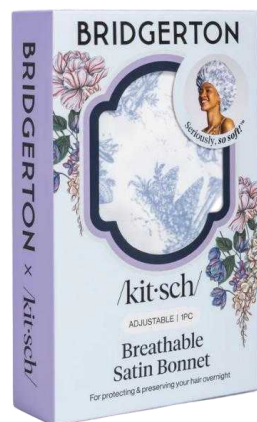
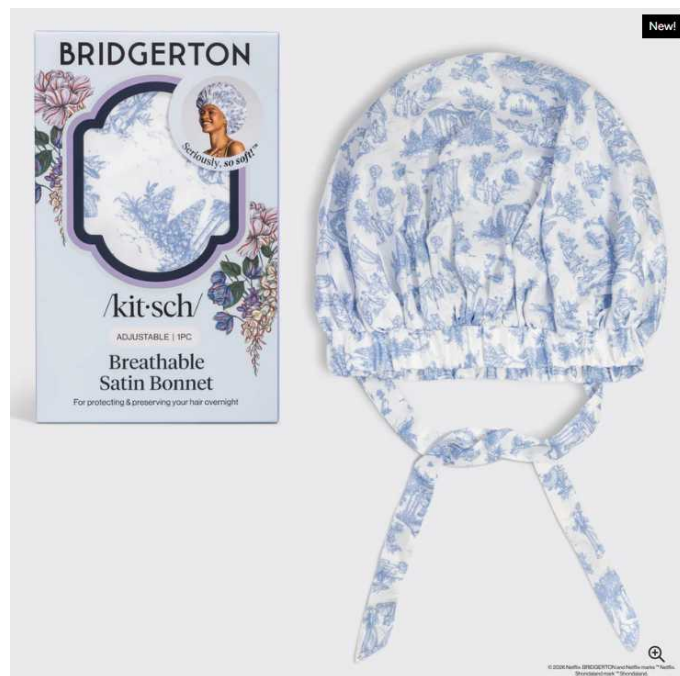
/kit·sch/

## Bridgerton x Kitsch Breathable Satin Bonnet in Garden Toile

★★★★★ 509 Reviews

\$24.00

- High-quality, double-layered satin cares for your hair while you sleep



NEW

/kit·sch/

## African Net Sponge

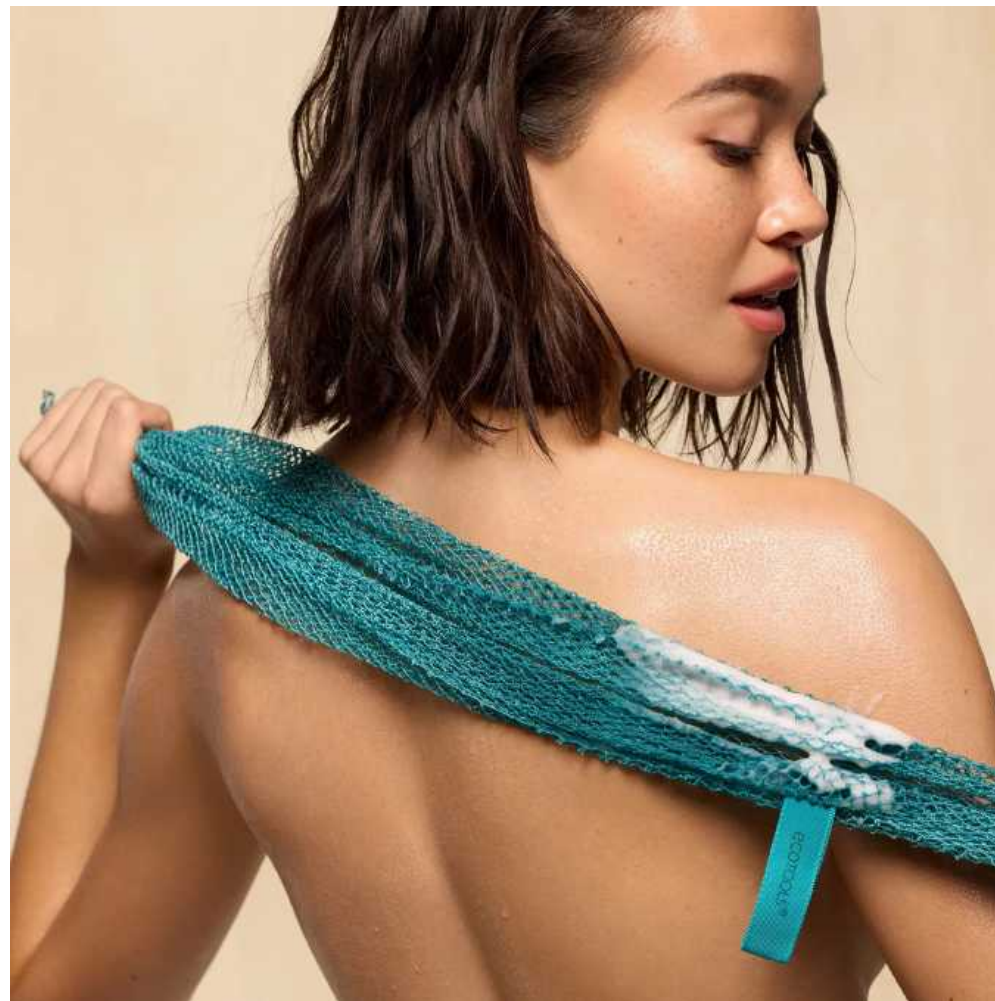
Delivers a deep exfoliation that leaves skin soft and smooth



<https://www.mykitsch.com/products/african-net-sponge-berry-pink>

## # Bath Accessories - Sensitive Skin

ecOTOOLS®



### Exfoliating Bath Net

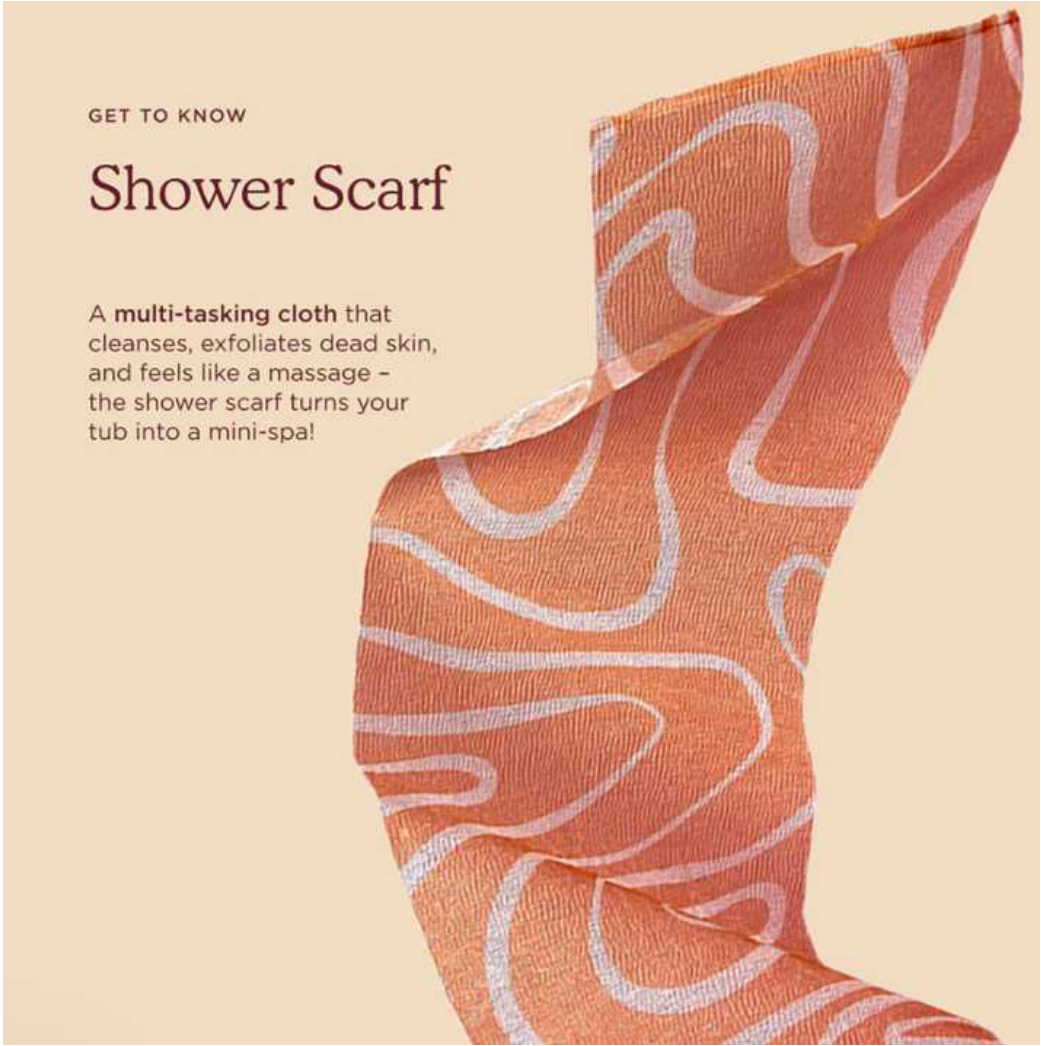
- EcoTools Exfoliating Bath Net features a unique knot design to cleanse and remove dead skin in the bath or shower.
- Key features include a fast-drying porous design that reduces bacterial growth, a long reach for easy cleaning

long-lasting  
lather for the  
ultimate cleanse

- fast drying + more hygienic
- use with body wash + body scrubs
- 100% cruelty-free + vegan



# Bath Accessories



Shower Scarf

★★★★★ 208 Reviews

\$16.00

A multi-tasking cloth that cleanses, exfoliates dead skin, and feels like a massage – the shower scarf



# Bath Accessories - Sensitive Skin



Sensitive Skin

- Gentle



Bath and Body Sensitive Skin Dual-Texture Face Cloths, Assorted Colors, 3 Count  
\$20.99



Bath and Body Sensitive Skin Dual-Texture Facial Mitts, Assorted Colors, 3 Count  
\$20.99



Bath and Body Sensitive Skin Dual-Texture Body Exfoliators, Assorted Colors, 3 Count  
\$22.99



Bath and Body Sensitive Skin Dual-Texture Facial Buffers  
\$23.99



Bath and Body Sensitive Skin Exfoliating Stretch Cloth, Assorted Colors, 3 Count, Assembled in USA  
★★★★★ 1 Review  
\$22.99



Bath and Body Sensitive Skin 2-in-1 Body Exfoliators  
★★★★★ 16 Reviews  
\$29.99



Bath and Body Sensitive Skin 2-in-1 Large Body Exfoliators, Assorted Colors, 3 Count  
★★★★★ 16 Reviews  
\$26.99



Bath and Body 2:1 Skin Facial Cloth  
★★★★★ 8 Reviews  
\$12.99

## # Bath Accessories -Sport

CLEANLOGIC



- Made for active users our Cleanlogic Sport line have extra features for extra scrubbing power.
- Antimicrobial properties



Sport Large Body Exfoliator

★★★★★ 13 Reviews

\$22.99



Sport Exfoliating Soap Savers, Assorted Colors, 3 Count

★★★★★ 2 Reviews

\$23.99



Sport Grooming and Body Mitts, Assorted Colors, 3 Count

★★★★★ 6 Reviews

\$22.99



Sport Exfoliating Stretch Cloth

★★★★★ 7 Reviews

\$22.99

# Bath Accessories - Sensitive Skin



SUSTAINABLE

- Made from recycled and reclaimed plastics, soy-based foam, organic cotton, and 100% post-consumer packaging, our Cleanlogic Sustainable line genuinely cares about doing the right thing.



Sustainable Dual-Texture Body Exfoliators, 3 Count  
★★★★★ 7 Reviews  
\$25.99



Sustainable Body Exfoliator  
★★★★★ 2 Reviews  
\$25.99



Sustainable Large Body Exfoliator, 3 Count  
★★★★★ 2 Reviews  
\$25.99

Sustainable Exfoliating Stretch Cloths, 3 Count  
★★★★☆ 8 Reviews  
\$29.99

Sustainable Exfoliating Body Gloves  
★★★★★ 7 Reviews  
\$31.99

# Bath Accessories - Sensitive Skin



- Detoxify products are infused with active charcoal to provide an invigorating, and refreshing experience.



Detoxify Exfoliating Body Gloves, 3 Pair – 6 Count  
★★★★★ 19 Reviews  
\$29.99



Detoxify Sensitive Skin Dual-Texture Facial Buffers, 9 Count  
★★★★★ 33 Reviews



Detoxify Exfoliating Stretch Cloths, 3 Count  
★★★★★ 25 Reviews  
\$22.99



Detoxify Dual-Texture Body Exfoliator  
★★★★☆ 23 Reviews  
\$22.99



Detoxify Body Exfoliators, 3 Count  
★★★★☆ 20 Reviews  
\$22.99

NEW

# MORNING SHED SCULPT KIT - LIMITED EDITION \$80 VALUE

Featuring the Morning Shed Chin Strap, Face Tape, and Mouth Tape, this three-piece set works together while you sleep to promote jawline definition, reduce the appearance of puffiness, encourage nose breathing, and target fine lines and wrinkles. Just tape, strap, sleep, and shed.



NEW

SEPHORA

## Face Tape

80 pre-cut and ready-to-use adhesive face taping strips that offer a lifting effect for the face, reducing the appearance of wrinkles and fine lines.



NEW

SKIN GYM®

# FACE TAPE BUNDLE

- Three shapes designed to sculpt every facial zone with precision
- Helps reduce the appearance of fine lines and wrinkles over time
- Crafted from breathable material with improved stick for all-night wear



NEW

SKIN GYM®

MOUTH TAPE (30 PACK)



NEW

# Mouth Tape

Overnight lip care that hydrates, nourishes, and promotes nasal breathing - powered by the first-ever cosmetic mouth tape that doubles as a lip mask.



<https://www.loopsbeauty.com/products/mouth-tape>

LOOPS





HYDRATING MOUTH TAPE MASK  
**LOOPS**  
13 HYDROGEL MOUTH TAPES  
Hydrates, Soothes & Promotes Nasal Breathing While You Sleep



ENHANCES SKIN BARRIER  
*Ceramide NP*  
*Peptide Complex*



HYDRATING  
*Hydrolyzed Collagen*  
*Hyaluronic Acid*



PROMOTES NASAL BREATHING



SUPPORTS JAW ALIGNMENT

· MINI WELLNESS

**self-love  
club**

PINCH<sup>™</sup>  
PROVISIONS



<https://www.anthropologie.com/shop/hybrid/pinch-provisions-self-love-club-mini-kit?color=060&searchparams=order%3DDescending%26q%3Dspa%2520tools%26sort%3Dtile.product.newestColorDate>

# THE REJUVENATING EYE CREAM

With The Rejuvenating Eye Tool, sculpts and refreshes the 360° orbital eye area for a visibly youthful look.



## Depuff & Glow Set



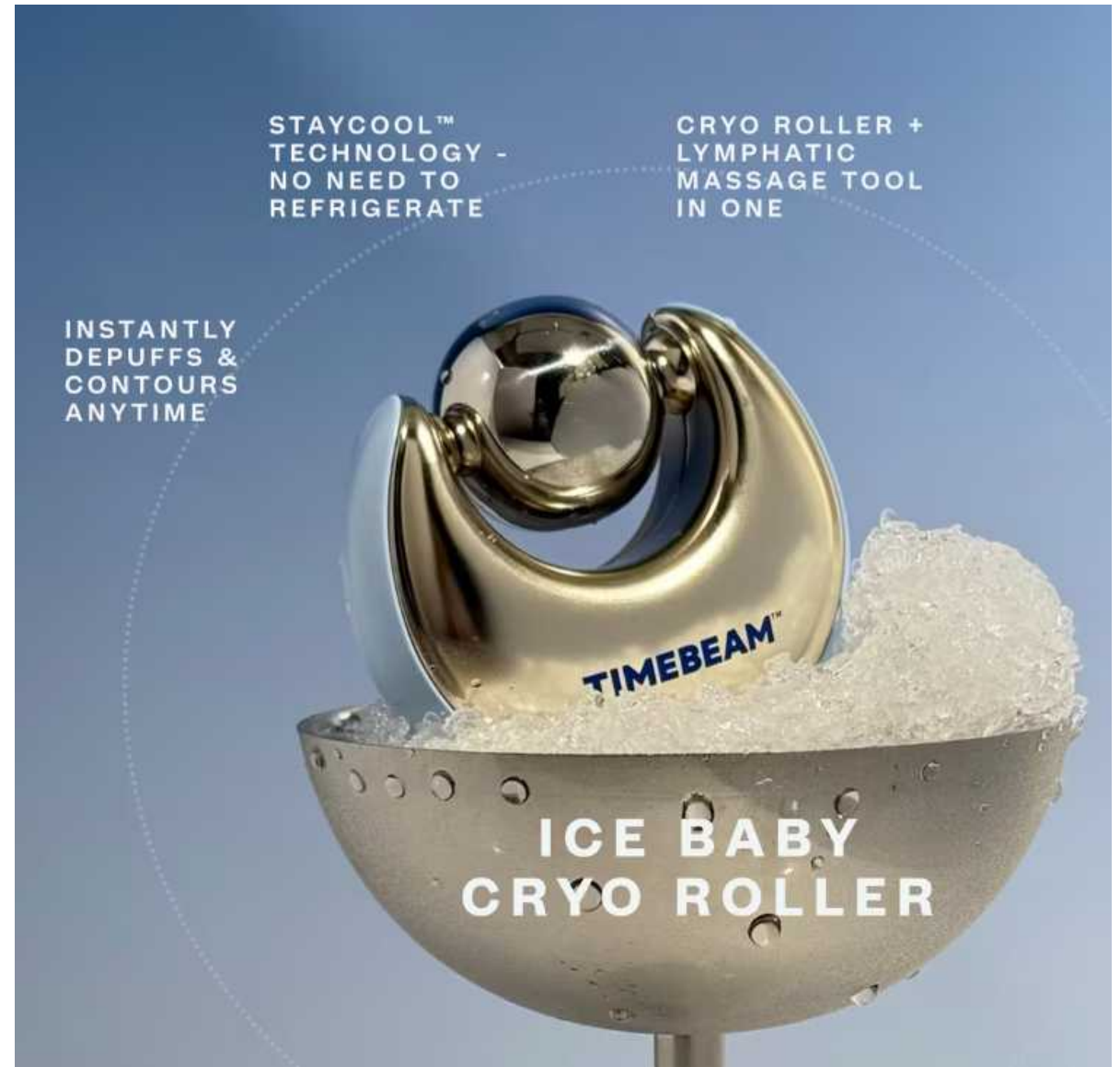
**ICE BABY**

+

**SKINBEAM**

CRYO ROLLER +  
LYMPHATIC MASSAGE  
TOOL IN ONE

LIGHTWEIGHT MILKY  
SERUM FOR INSTANTLY  
GLOWY SKIN



STAYCOOL™  
TECHNOLOGY -  
NO NEED TO  
REFRIGERATE

CRYO ROLLER +  
LYMPHATIC  
MASSAGE TOOL  
IN ONE

INSTANTLY  
DEPUFFS &  
CONTOURS  
ANYTIME

ICE BABY  
CRYO ROLLER



This double-headed scalp comb features a uniquely designed brush head that closely conforms to the scalp, relaxing it. It can be used for both blow-drying and shampooing.

# Key Trend 2027

WGSN Trend

WGSN

## # Key Trend 2027: Bodycare's Longevity Era

# Instrumental bodycare: tools, tech and diagnostics

New awareness and understanding of internal body systems, like muscle, lymph and fascia, will drive demand for tools, tech and diagnostics that bring professional massage and biohacking therapies into the home.

**Offer manual body sculpting tools.** Gaining popularity online, traditional tool-based massage and sculpting therapies, like gua sha and Colombian maderoterapia (#WoodTherapy), will appeal to New Independents interested in exploring different bathing cultures and Privacy Keepers keen to embrace “ping minimalism” with digital-free tools. Opt for natural materials like stone, metal and wood with ergonomic, contoured shapes that ensure optimal contact with different areas of the body



Recommended for in-sauna use, Sancta Solis's (Australia) Body Gua Sha is made with natural Bian stone, an ancient, healing stone in Traditional Chinese Medicine



Altesse's (France) luxury beauty brushes are hand-crafted with olive wood and natural boar bristles for their skin health benefits



Higherdose's Microcurrent Body Sculptor fuses microcurrent, red light and near-infrared therapy to support fascia, lymph and muscle health

## # Key Trend 2027: Brazil's Banho Bathing Boom

# Brazil's banho bathing boom

Discover how Brazilian bath and shower rituals will be upgraded with mood-boosting scents and indulgent textures, creating therapeutic experiences

Explore the power of play through indulgent, 'fun-tility' textures to boost joy in self-care moments.



Beleza Brasileira's Body Yogurt and Body Butter blend food-inspired textures with active ingredients that even out and firm the skin, while adding a playful feel to bath-time



feito brasil's ice lolly-shaped exfoliating soap bars deliver the refreshing essence of Brazilian fruits via fruity gourmand fragrances in biodegradable packaging that is designed to disappear



The rose quartz body scrub from Dalla's Ritual Anti Stress kit combines microbeads of the mineral with essential oils of bergamot and grapefruit, providing gentle exfoliation that removes dead skin cells while boosting serotonin levels



The seaweed extract in L'Occitane au Brésil's Mareô range offers intense hydration and skin-evening benefits. With this line, the brand supports over 20 seaweed-harvesting families, helping to preserve the species



Pistachio Berry body butter from Nectar Beleza Cosciente features an indulgent whipped texture and the sweet, nutty scent of pistachios, white chocolate and raspberry



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# THANK YOU!

**Together, we make the future brighter !**

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