#  **Meet Peachies: it’s not your mum’s nappy company, it’s yours**

## *Baby-care brand Cleannest announces rebrand in advance of UK launch in April*

**[02 February 2023], LONDON**: Cleannest - the next generation nappy company that supports families across the first 1,000 days with their little ones - announces today its metamorphoses into ‘Peachies’ because like peanut butter and jelly, peachy little bums and nappies just go together.

[Peachies](http://wearepeachies.com/) retains the core values of Cleannest for protecting people and planet with thoughtfully designed products wrapped in a community of support. Peachies more boldly embraces the uniqueness of each family and leans on the humour, the heartache and the joy parenthood brings. The company’s ethos is realised in its upgrade to the humble nappy. With superior softness, Peachies’ nappies offer unrivalled absorbency, next-level liquid capacity and no nasty chemicals.

Peachies was founded in March 2021 at Imperial College Business School by two female founders, Morgan Mixon and Rima Suppan. Their passion for designing solutions to support their friends and family through their parenthood journey led them to the old, stale nappy industry. For two years, they studied all things nappies with the goal to redesign the diaper from the inside out, to transform the industry’s service model and to bring together like-minded Millennial parents.

Blind trials with 100 families resulted in 85% of participants choosing and recommending Peachies to friends and family, and [Thingtesting](https://thingtesting.com/brands/peachies/reviews) reviews highlight Peachies’ appeal to parents today. The European Union’s climate innovation organisation, Climate KIC, validated that switching to Peachies saves up to 93 tonnes of CO2 equivalent emissions every year. That is the equivalent of driving 12 times around the world for every 1,000 babies. Dermatest also recently awarded Peachies an “Excellent” rating following dermatological tests on sensitive skin, proving the rigour at which the product has been developed. Peachies was nominated for the Green Product Award 2023.

UK families will be able to purchase Peachies nappies via the company’s website in April. Peachies will offer nappy sizes 1 through 6 and flexible subscriptions where carers can customise the delivery frequency. Carers also will get access to a growing community of experts - from midwives and paediatric dieticians to nannies - and be able to connect with other parents. Peachies also supports Save the Children to help every child get the chance of a future they deserve.

Co-Founder Rima Suppan noted: ‘After setting the foundation for two years, Peachies is the next chapter in our book where all the action takes place! The journey so far has been nothing short of a roller-coaster ride but we’re committed to driving baby care towards a cleaner, more inclusive future’.

Morgan Mixon, Co-Founder, shared: ‘Peachies is our response to parents whose needs are not being met by traditional brands. Show-stopping product quality, eco-conscious design and a supportive community are the pillars of our business. Now as Peachies we’re ready to turn all our work to date into reality.’

Peachies is not your mum’s nappy company. It’s yours. It is the company that makes parents and carers feel confident with their choices and supported across the first 1,000 days with their little ones.

ENDS

**APPENDIX**

About Peachies

Peachies is the next generation nappy brand supporting families through the first 1,000 days with their little ones. We engineered a super soft upgrade to the humble nappy with unrivalled absorbency, next-level liquid capacity and no nasty chemicals. With every pack, we donate to charities helping families in need. Our mission is to change the world, one poo at a time.

Peachies was selected as one of 12 start-ups out of 1,200+ applications across Europe for Amazon's first [Sustainability Accelerator](https://sifted.eu/articles/sustainability-everyday-alternatives-brnd/). The company has raised angel investment in the US, Austria, Germany and the UK from industry experts with senior leadership experience at Kimberly Clark, EY, BDO, Nike and Diageo. In addition, Peachies’ investors include the renowned entrepreneurs who built Woom and Kabbage.

Peachies is a company with one soul and two hearts in London and Vienna.

[[Website](http://wearepeachies.com/)] | [[Instagram](https://www.instagram.com/weare.peachies/), [LinkedIn](https://www.linkedin.com/company/peachies/)]