

flamingo

MEET FLAMINGO

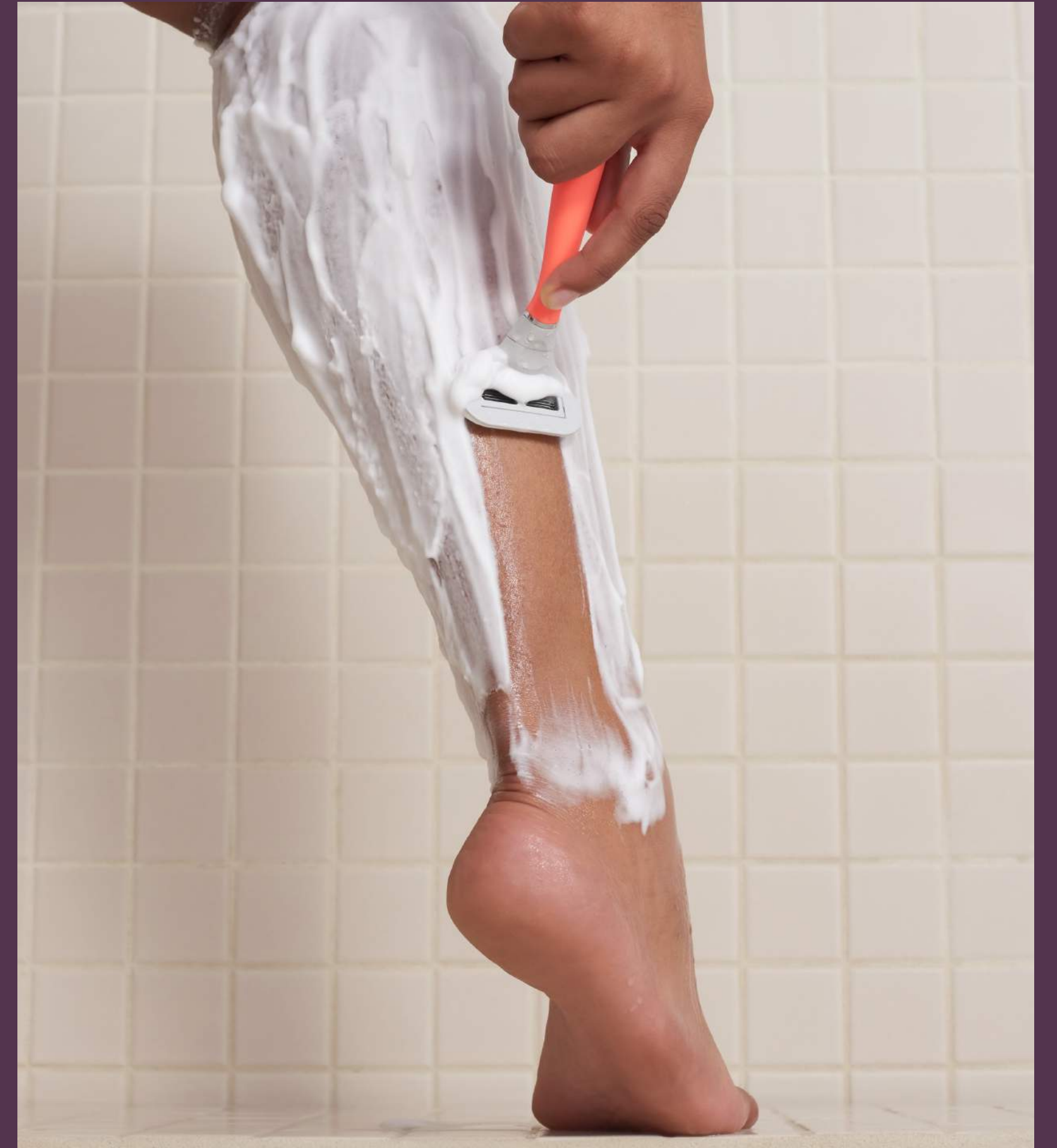
Whether you shave, wax, both, or neither. Flamingo offers premium and award-winning body hair removal products for daily routines and self-care rituals. Whatever they look like.



MEET FLAMINGO

We've created a suite of high-quality,
effective products, starting with shave care
—because all women (really, all of us) have
a relationship with body hair.





MEET FLAMINGO

Body hair is as big of a deal as you
need it to be and removing it should
never feel burdensome.

Finally, the products you want, for the
hair you don't.

ORIGIN STORY

Body care, starting with hair.

Since Harry's launched in 2013 in New York City, US, over a million women have used and loved the products, including us.

Not because they were perfect for the places we were using them (like our legs, underarms, and bikini lines), but because they were better than everything else available. We set out to design something better.

The result? A line of quality hair removal products at a fair price — and for every routine.

OUR FLOCK

Flamingo is led by Allie Melnick with support from Brittania Boey, two women who have worked at Harry's since launch.

Allie Melnick

Allie, GM of Flamingo, ran Brand Strategy and International at Harry's. Prior to that, she was a project lead at The Boston Consulting Group and is a graduate of the Wharton School at the University of Pennsylvania.

Brittania Boey

Brittania leads R&D and Product Development for Harry's and Flamingo. She was formerly the Director of Product and Content at Own Products, and a Global Brand Marketing Strategist at Burt's Bees. Brittania is a graduate of Georgetown University and Harvard Business School.





THE ROUTINE

We believe that when we show up *for* ourselves in private, we're able to show up *as* ourselves in public.

Everyone has a private body care routine. Rituals and practices that, regardless of how every day and normal they are, can feel isolating. We're here to bring them out of the shadows, and make what's uncomfortable a little more comfortable. We make hair removal products for everywhere. Yes, even there.



OUR PRODUCTS

We started Flamingo because we believe a positive relationship with body care starts with quality products.

Find us at Etos, in stores nationwide and via etos.nl.



OUR PRODUCTS

The Flamingo Razor

99% of women use a razor, so we made the best possible one.

Ergonomically designed to glide over curves, the Flamingo razor handle is shaped to naturally rest in hand— this rings true even for those awkward angles. The razor handle is weighted, making it easier to control and leverage, while the wider base and rubberised grip ensures a no-slip situation. About those blades—they're made in our German factory that has been honing its craft for 100 years.

WHAT'S INSIDE THE PACK?

- 1 Ergonomic Razor Handle
- 1 German-Engineered Five Blade Cartridge
- 1 Shower Hook



RAZOR

Available in 2 colours: Taro,
and Pomelo

11€

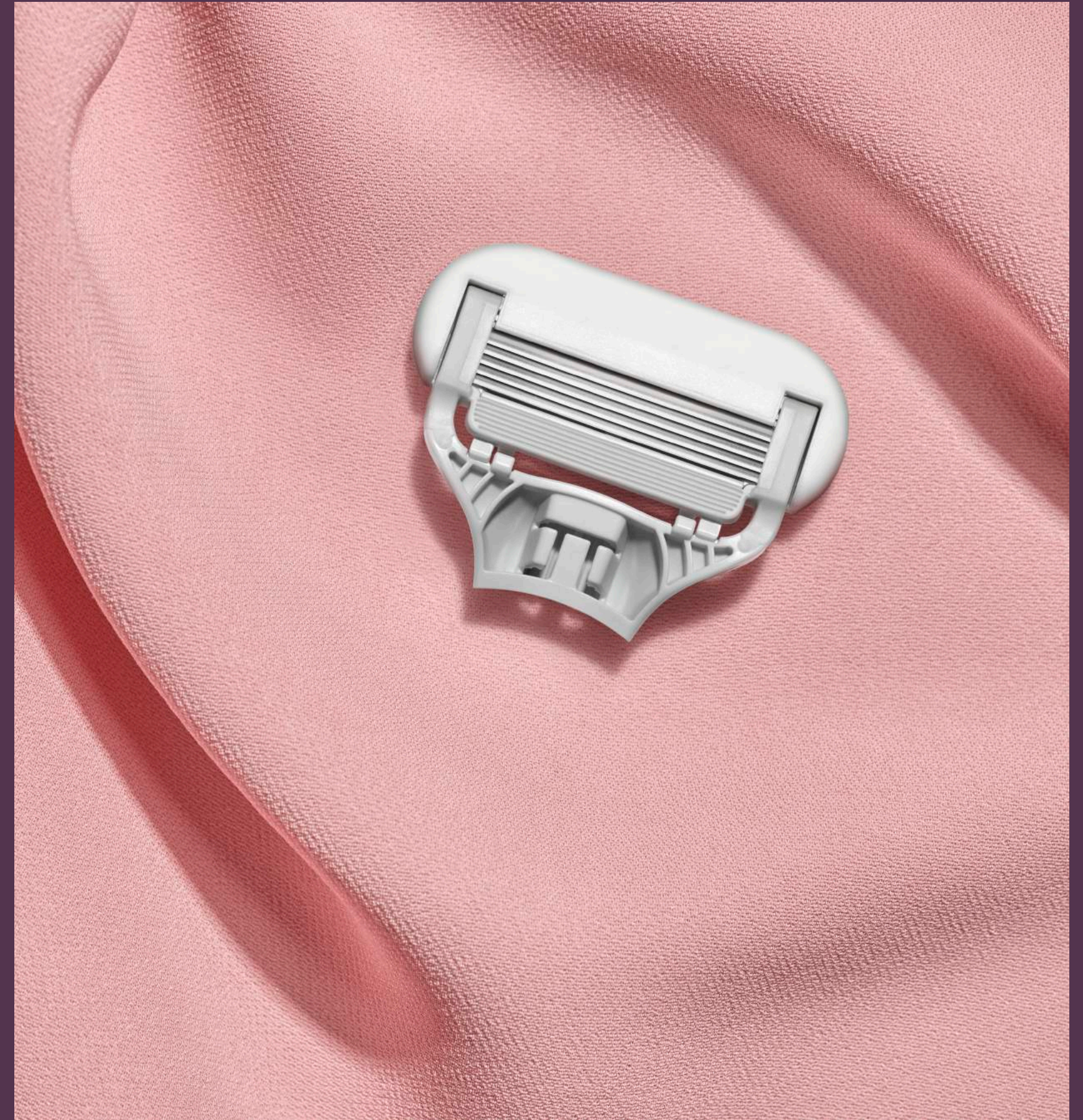
OUR PRODUCTS

The Blade Refills

Our custom-cut blades are manufactured at the Harry's factory in Germany, an almost one hundred year old company comprised of craftspeople who are behind some of the worlds finest blades. Each five-blade cartridge is accompanied by an aloe vera strip to soothe after each swipe. Additionally, the cartridge head has rounded edges and a flexible hinge, making it the ultimate tool to navigate the contours of your body — knees, bikini line, you name it.

KEY FEATURES

- Five German Blades, engineered for a really close shave
- A Flex Hinge, for a close glide
- Aloe Strip, for a smooth finish



BLADES
Pack of 4 or 8
13€-25 €



CONTACT

Say hi.

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