

A young woman with long, wavy blonde hair is sitting on a white ledge or bed, leaning against a white curtain. She is wearing a grey t-shirt and white shorts, and she is smiling broadly at the camera. Her right arm is raised, and her hand is near the top of the frame. The background is a dark, out-of-focus interior space with a bookshelf visible. The text "hey babe" is overlaid in a large, white, sans-serif font across the middle of the image.

hey babe



bāsd
good to be nakd



expose yourself.

strip away old thinking.

break the rules, do your thing.

getting nakd feels damn good with

basd body care. so go ahead; feel good.

look good. do good.

because with basd, it's good to be nakd.

who we are

we're just like you—strong, confident, sexy and resilient. we're defined by what we do and how we show up every day. we want to be remembered for how we make people feel, instead of how the world thinks we should look.

we're proud of our organic, plant-based, cruelty-free products that work with what your mama already gave you. because you don't need work, you need no-BS body care that works.

show the world who you are. be comfortable in your own skin. we're already proud of you, and you should be, too.

with basd, it's good to be naked.

be your
own brand
of beautiful





nothing to hide

we want you to know what we're made of—that's why we're completely upfront about everything, from what we stand for to what's in our products.

basd is made with ingredients you can get behind, with your health and wellness in mind:



*plant-based and
organic ingredients*



non-gmo



*only tested on
consenting humans*



paraben-free



Think Dirty is an independent service that rates the potential risks associated with personal care products for toxicity, carcinogens and allergens. don't worry babe, we scored a perfect O, which is the best you can get.









coffee body scrub

this organic coffee scrub gently does away with dead skin cells to leave you feeling irresistibly soft and irrefutably sexy. the formula also helps reduce the appearance of cellulite and improves the look of acne scars.

ingredients you can feel good about:



organic coffee grounds to reduce puffiness



sea salt for exfoliation



organic sweet almond oil and vitamin e to load your skin with rich hydration, leaving it glowing and feeling healthy

body wash

lathering up with our luxe body wash leaves your skin feeling ultra-refreshed and healthy. this beauty also helps remove unwanted oil while still hydrating your bod.

ingredients you can feel good about:



*organic aloe vera juice to moisturize
and tone the skin*



calming organic green tea to feel nourished



*essential oils to awaken your senses
and stimulate your mind*







body lotion

show your softer side with our moisture-rich body lotion. it's light, silky-smooth and long-lasting. trust us, it's the only lotion you'll ever need.

ingredients you can feel good about:



organic virgin coconut oil and organic shea butter to soften the skin and reduce puffiness



organic aloe vera juice and organic sunflower oil make for a delicate texture and velvety skin



the story

we surround ourselves with badass women every day—we were each raised by one, and we have been inspired by so many of them, both at work and at play. so we wanted to make a body care line to care for their skin without compromising on quality and scent, and without all the bad stuff. (of course our products can be used by all the phenomenal men out there, too.)

we strive to be transparent, to use only ingredients we're proud of, and to create a brand that celebrates and nourishes all bodies. that means you, too, babe.

< founders ashley meston & phil lebeau

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good to be nakd



basdbodycare.com

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