

# Ethos Farm brings back shareable moments to the consumer experience



With front-line service and the travel industry specifically in mind due to the demand for an elevated consumer experience across multiple touch points, MyClearMask offers a sustainable solution for interaction and engagement



This week a new enterprise was launched with the potential to revolutionize the “new normal” customer experience. MyClearMask, wholly powered by customer experience specialists, Ethos Farm, is a transparent face covering that enables the wearer to smile and communicate with the natural human facial expressions of a pre-pandemic time.

“[We are truly excited to announce that MyClearMask has launched, a game-changer for the customer and employee experience. Having trialed a prototype [of MyClearMask] toward the end of 2020 in public settings such as on-board long-haul flights, in airports, shopping centres, supermarkets, restaurants and on public transit, I was blown away by the impact of this product,” says Sally Alington, CEO, Ethos Farm.

Having a father who is profoundly deaf, Alington has witnessed first-hand how the events of the last 12 months have impacted those with a hearing impairment. With him losing a large amount of his independence since the beginning of the pandemic, she understood that there needed to be a product on the market that addressed this issue.

“With this as a primary focus, the team at Ethos Farm has also been looking to find a way to bring smiles back to front-line customer experiences. Smiling is one of the simplest and easiest ways to break down barriers and start any customer or employee engagement off on the right foot. MyClearMask enables the wearer to do exactly this and the application of this product is huge,” she adds.

With the travel industry in mind and at the top of its agenda due to the demand for an elevated consumer experience across multiple touch points, Ethos Farm offers a solution for the diverse audience of the industry including multi-national and multi-cultural consumers. Clearly, the opportunity to provide the best possible service to guests with hidden disabilities and those who require special assistance is key.

The masks are reusable for up to one year and simply require sanitizing after each use, making them an incredibly sustainable product. They are 100% recyclable and 9p from each sale will go to the Ashantree reforestation program in Ghana. This means that one tree is planted for every two masks sold.

“[In addition to travel organisations, I would say that any industry with front-line customer service employees would benefit. Retail, hospitality, front of house reception services, schools and universities would all be very different experiences if we could see a person’s face, share a smile and follow words as people are speaking.

There are a couple of other softer benefits of this product. If you wear glasses, you can finally enjoy steam-free lenses and for those of us who like to wear lipstick, this is definitely back on the agenda with MyClearMask,]” concludes Alington.

MyClearMask is available to purchase at: [www.myclearmask.co.uk](http://www.myclearmask.co.uk)

Contact: [sales@myclearmask.co.uk](mailto:sales@myclearmask.co.uk) for B2B discussions