

Nuwave Channel Partners introduces stylish and sustainable masks to travel retail

By **Mary Jane Pittilla** on June, 9 2020 | Fashion, Bags & Accessories



A black Natura with eKO:sense mask showing the comfortable strap which helps the mask stand out from rival products

Nuwave Channel Partners' Armor London brand has unveiled a range of stylish Natura with eKO:sense masks equipped with replaceable filters.

With masks becoming compulsory in most airports, the UK-designed Natura is made from 100% sustainably-sourced organic hemp and comes with a variety of benefits for the wearer.

The Natura is supplied with two replaceable five-layer filters, which are effective in blocking the vast

majority of airborne particulates, including even nanoparticles. It also comes with an activated carbon filter for additional air purification and heat dissipation.

The mask, which retails at £14 (US\$18), keeps the owner's face cool in summer, with its built-in air filter, along with UV protection. The product is also washable/reusable.

The Natura is also supplied with a soft silicone neckband, which makes the mask more comfortable to wear. Unlike most masks on the market, it avoids irritation and soreness behind the ear.

The high specification is completed by adjustable ear bands and a metallic nose strip.

Customers can choose from four colors: Emerald Green, Gun Metal Grey, Powder Pink and Charcoal Black.

Replacement carbon filters can be ordered directly from the Armor London website, as required.

Donation to key workers

Nuwave has added the Natura to its environmental-friendly eKO:sense suite of products. In addition to being made from sustainably-sourced organic hemp, the mask comes in biodegradable packaging.

Nuwave Channel Partners CEO Hoj Parmar said: "The Natura mask is another great addition to our range of products aimed at meeting the advanced hygiene and safety needs of travelers. We saw a gap in the market for a more attractive-looking, fashionable mask and we are very excited about the product's prospects.

"The Natura's many benefits include being very comfortable to wear, which is in stark contrast to many other masks on the market. Overall, it's a combination of benefits that will appeal to both the consumer and travel retailers looking to add a stylish, environmentally-friendly mask to their product offering."

Nuwave Channel Partners has made the pledge that for every face Natura mask order received, it will donate a face mask to frontline key workers in the UK.