

Samson and Charlie champion female wellness with new bellabox Welcome to Wellness collaboration

The A-beauty brand helping you live well this Christmas

It's official, boutique natural skincare brand Samson & Charlie are part of bellabox's December health and wellness box: Welcome to Wellness. Samson & Charlie notoriously champion health and wellness through their values of cruelty-free, fair-trade and vegan products, aligning the brand perfectly with Bellabox's own Welcome to Wellness mission.

"We're so thrilled to collaborate with such a great brand we really believe in," said Samson & Charlie founder, Carole Staeck of the Welcome to Wellness partnership. "We believe in helping women enjoy looking after themselves, just like bellabox does."

While Samson & Charlie can't reveal which product will be included in the Welcome to Wellness box, they're eager to point to the importance of wellness before the holidays.

"Christmas and summer holidays can be so hectic, we hope the Samson & Charlie product included in the Welcome to Wellness box enhances the wellbeing of all the subscribers," said Staeck.

Samson and Charlie are dedicated to wellness by encouraging customers to take time out and indulge their senses with their stimulating products. From delicate acne-clearing face oils with natural, tantalising fragrances to sumptuous-smelling exfoliating cleansers, living well is an essential element of the brand's products.

"Our products are designed to help busy people enjoy a moment of calm, while getting instant, effective results for their skin. We're passionate about the wellness aspect of skincare," said Staeck.

Samson and Charlie has just celebrated their one year anniversary, accumulating huge growth of over 17k Instagram subscribers and DTC growth of 5,000 customers in just 12 months. Joining the Welcome to Wellness box is the ideal way to continue the brand's growth, while also cementing the Melbourne-made brand as a leader in ethical skincare and 'living well.'

The Welcome To Wellness subscription box is a seasonal offering of beauty and lifestyle products under the bellabox umbrella. Like Samson & Charlie's own mission, the aim of Welcome to Wellness is to encourage women to fall in love with taking care of themselves in mind, body and spirit. Bellabox's Welcome to Wellness Box including a product from Samson & Charlie will be sent to subscribers on December 16th, 2019.

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