



WILLIAM MORRIS AT HOME - FOREST BATHING

Harnessing the power of trees

Launching March 2023

The Japanese tradition of *shinrin-yoku*, translated to forest bathing is part of the growing trend for nature based therapies. Enter WILLIAM MORRIS AT HOME Forest Bathing, the new self-care collection designed to recreate the calming, de-stressing, regenerative benefits of *shinrin-yoku*. Working with fragrance technology, innovative developments have led to a scent infused with 100% natural tree phytoncides, scientifically proven to lift mood and lower stress.



WHAT IS SHINRIN-YOKU

Shinrin-yoku which means forest bathing is the Japanese practice of walking through woodlands in a slow and thoughtful way to help de-stress and relax. The idea is to absorb everything around you, the sights, textures, sounds and smells. Studies* have shown that mood and health, even immunity and heart rate can be improved by forest bathing. *Shinrin-yoku* has been studied in Japan for over 40 years and has become part of the national health programme.

BEHIND THE FRAGRANCE

A fragrance blended using science to capture the wellbeing benefits of **phytoncides**, aromatic compounds emitted by forest trees, proven to have a positive effect on people. **Phytoncides** provide wellbeing benefits when used in fragrances by improving mood, reducing stress and fatigue.

The science and technology team conducted analyses to understand the volatility and composition of phytoncides, then translated their findings into a perfumery accord which our perfumers have used to create the Forest Bathing fragrance. Infused with a 100% natural formula of phytoncides, with extracts of cypress, pine, oakmoss and juniper. It is a calming, aromatic fragrance scientifically proven to lift mood, reduce stress and boost energy, mirroring the benefits of forest bathing.

THE FORMULATIONS

The vegan formulations are blended with enriching ingredients including oils of jojoba and macadamia, sweet almond oil, hyaluronic acid, vitamins A and E, supercharged with **silver birch sap**.

Silver birch sap is rich in skin-loving nutrients, amino acids, minerals and trace elements. This natural, wonder ingredient has many skincare benefits including its ability to even skin tone, soothe and moisturise. Sometimes known as 'magic tree water' (it is packed with health benefits and can be taken as a healthful drink) silver birch sap is becoming a buzz ingredient in Korean skincare for its anti-ageing and healing benefits.

THE COLLECTION

Harnessing the power of trees, **Forest Bathing** comprises a multi-use Body & Space Mist, aromatic Bath Foam, rich Body Cream, gentle Hand & Body Wash and Wash Bags featuring prints from the William Morris Gallery archives.

Take A Breath Set with bespoke, Morris print mug, velvet lavender eye mask and Body & Space Mist provides tools for a relaxing, forest bathing inspired ritual. **Cont'd...**



Body & Space Mist, £16, 100ml

Calming multi-use fragrance to reset mind, spirit and space. Cypress, pine, oakmoss and juniper extracts infused with phytoncides. Extending the sensory elements of forest bathing, the glass bottle has a tactile stone finish. Decorative aluminium cap inset with a Strawberry Thief thrush inspired by Victorian pill boxes.

Bath Foam, £16, 300ml

Luxurious bath foam with the warm woods Forest Bathing fragrance to help you slow down. Blended with hydrating silver birch sap, vitamins A and E. 100% post-consumer recycled plastic bottle with aluminium cap inset with a Strawberry Thief thrush.



Hand & Body Wash, £16, 300ml

Formulated with vitamin E and glycerin infused with hydrating silver birch sap, rich in natural minerals and amino acids for a gentle, softening cleanse.

Body Cream, £14, 200ml

Luxurious formula blended with moisturising silver birch sap, softening sweet almond oil and moisture-boosting hyaluronic acid leaves skin cashmere soft.



Take A Breath Set, £28

A luxurious self-care set in a Brother Rabbit print box with reversible gift tag to personalise. With generously sized fine china mug inspired by William Morris's favourite oversized mug on display at the William Morris Gallery, blackout Velvet Eye Mask and relaxing Body & Space Mist.



Three Hand Creams, £10, 3x30ml

Relaxingly scented with the aromatic, woods fragrance and enriched with silver birch sap, shea butter and oils of jojoba and macadamia. Travel essentials for a relaxing hand care ritual, on the go.



Wash Bags

Large Woodland Weeds, £20 (left): L24 x W14 x H15.

Featuring the Woodland Weeds print: The flowering woodland plants and delicate colour palette capture the calming atmosphere of forest bathing.

Medium, Foliage Print, £16: L22 x W11 x H12.

Wash bags crafted from vegan leather printed with soy-based inks and lined with recycled fabric. Finished with a vegan leather zip-pull embossed with the William Morris at Home logo.



Cruelty free and vegan friendly.

NOTES TO EDITORS

*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2793341/>

Sustainability

Sustainable packaging extends the multi-sensory benefits of forest bathing with details that include glass bottles with a tactile, stone finish. Forest Bathing features kraft paper tubes which use 33% less plastic, glass or 100% recycled plastic bottles, recyclable aluminium coated caps. FSC certified packaging promoting responsible forestry sourcing decorated with nature inspired prints from the William Morris Gallery archives. Printed with soy-based inks.

WILLIAM MORRIS AT HOME

WILLIAM MORRIS AT HOME is developed in collaboration with the William Morris Gallery. Once the artist's childhood home and today holding the largest collection of the artist's works in the world, the public museum is a not-for-profit organisation with charitable aims in line with Morris's own principles. Every William Morris at Home purchase will help support the Gallery, helping bring the life and work of William Morris artist and environmental campaigner to future generations.

WILLIAM MORRIS AT HOME Forest Bathing is available from March 2023 at williammorrisathome.com

Connect with us on Instagram: [@williammorrisathome](https://www.instagram.com/williammorrisathome)

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