

HEALTHY  
BACK  
BAG

# Autumn Winter 24

Version 1 June 24







Textured Nylon  
Harvest Baglett



Painted Garden S



“An alternative to a  
backpack intentionally  
designed so you can  
live more comfortably”

Textured Nylon  
Seagrass M



Azteca Sling

**The Healthy Back Bag**

Unit 30, 92-96 De Beauvoir Road, London N1 4EN, UK

+44 (0) 20 7812 9800    [trade.thehealthybackbag.co.uk](https://trade.thehealthybackbag.co.uk)

[f](#) [@](#) [@healthybackbag](#)

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The shape of the Healthy Back Bag® is a registered trademark.

AmeriBag (UK) Ltd t/as The Healthy Back Bag Company is an affiliate of AmeriBag Products LLC, USA.





“Fantastic bags, excellent quality, so good that I have bought 5! Love that it’s hands free with the bag across my body but still able to access without taking it off, superb.”

Rated 4.9/5 on  
★ Trustpilot  
★★★★★

## Our Sustainability Timeline

From AW24, **ALL** our new products incorporate recycled fabric.

**Autumn / Winter 2022**

PFOA, PFOS free  
water resistant  
coatings effective  
AW22

**Spring / Summer 2023**

FSC Certified  
hangtags, 100%  
recycled poly  
packaging effective  
SS23

**Autumn / Winter 2023**

Every bag in our  
print collection is  
now made from  
100% recycled  
polyester

**2024**

From AW24 all  
products incorporate  
100% recycled lining  
material

**What’s next?**

For SS25 we will switch  
to recycled zippers,  
interior binding, and  
elasticised webbing  
across the entire range

## The Healthy Back Bag®

We have a unique product, responsibly made, which is thriving globally across multiple retail channels. More relevant than ever, the Healthy Back Bag® responds directly to renewed focus on interesting, affordable, well-designed and practical essentials to make life easier, every day.

A unique  
product

Versatile  
in multiple  
channels

Retail support  
programs

Over 25 years’  
heritage

Trademarked  
shape

Great POS  
& assets for  
online

Exemplary  
service levels

Consumer  
loyalty

Many brand  
synergies

Manufacturing  
Integrity

## Why are we Healthy?

**It’s all about the shape.** It looks good and feels good. The result of a collaboration between a leather craftsman, a doctor and a chiropractor, the unique ergonomic design comfortably hugs the natural curve of the spine. Intelligent pocketing keeps possessions organised and spreads the weight evenly. All this makes the load feel lighter, and reduces strain on neck, shoulders and back.



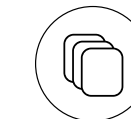
### Comfortable

With no hard edges the bag hugs your body making the load feel lighter.



### Versatile & non-slip

All bags come with a fully adjustable non-slip strap, wear cross-body or on either shoulder.



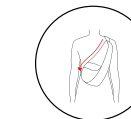
### Organised

Cleverly designed pockets inside and out.



### Secure

With the zip always against your body your belongings are safe.



### Ergonomic

Designed to contour to the curve of your back.



### Weather resistant

Our bags are weather resistant and will come to no harm if they get wet.



**Read more about our values here.**

[thehealthybackbag.co.uk/impact-and-sustainability](https://thehealthybackbag.co.uk/impact-and-sustainability)





Chroma Sling

## Introducing The Sling

NEW

A new size between the Baglett and the Healthy Back Bag size Small. With 135% more capacity than the Baglett, the new Sling is designed to be comfortably worn crossbody front or back, and is an ideal compact size for when you need to carry more than just the essentials.

Fits a 500ml water bottle, mini umbrella, Kindle...

3.5 Litres

29 x 12 x 17 cm

## Recycled Nylon

RECYCLED



Bluebell

Hibiscus

Juniper

Marine Blue

Slate

## Special Editions



RECYCLED

Azteca

Recycled  
Polyester

Chroma

Polyester

Eco Wave

Salvage Scraps  
Textured Nylon  
Nylon

Baroque

Polyester



Baroque Sling



Recycled Nylon Slate Sling



Recycled Nylon  
Hibiscus Sling





Seagrass S

# Textured Nylon

Along with Microfibre, our Textured Nylon collection continues to be a global bestseller. This hardwearing machine-washable fabric has a relaxed casual look, and comes in a huge range of vibrant colours.

Matching Bagletts on page 14, Big Bags on page 31 and Accessories on page 30.

**Characteristic tonal and textural variations**

Subtle pebbled finish

**Hardwearing and lightweight**

Casual relaxed everyday look

**Fits the athleisure concept**

**Robust and durable**

Bold vibrant colours

**Machine washable and quick drying**

Weather resistant



Sierra S



Raisin M



Harvest S



	Seagrass	Dark Teal	Capri Blue	Chambray	Vintage Indigo	Blue Night	Blackberry	Raisin	Graphite	Black	Rocket Grey	Truffle	Sierra	Caviar	Emerald	Limoncello	Harvest	Saffron	Crimson	Ruby	Rosehip
Small	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Medium	•	•	•		•	•	•	•	•	•	•	•							•		

Size guide and dimensions see page 32





Art Nouveau Baglett

## Art Nouveau

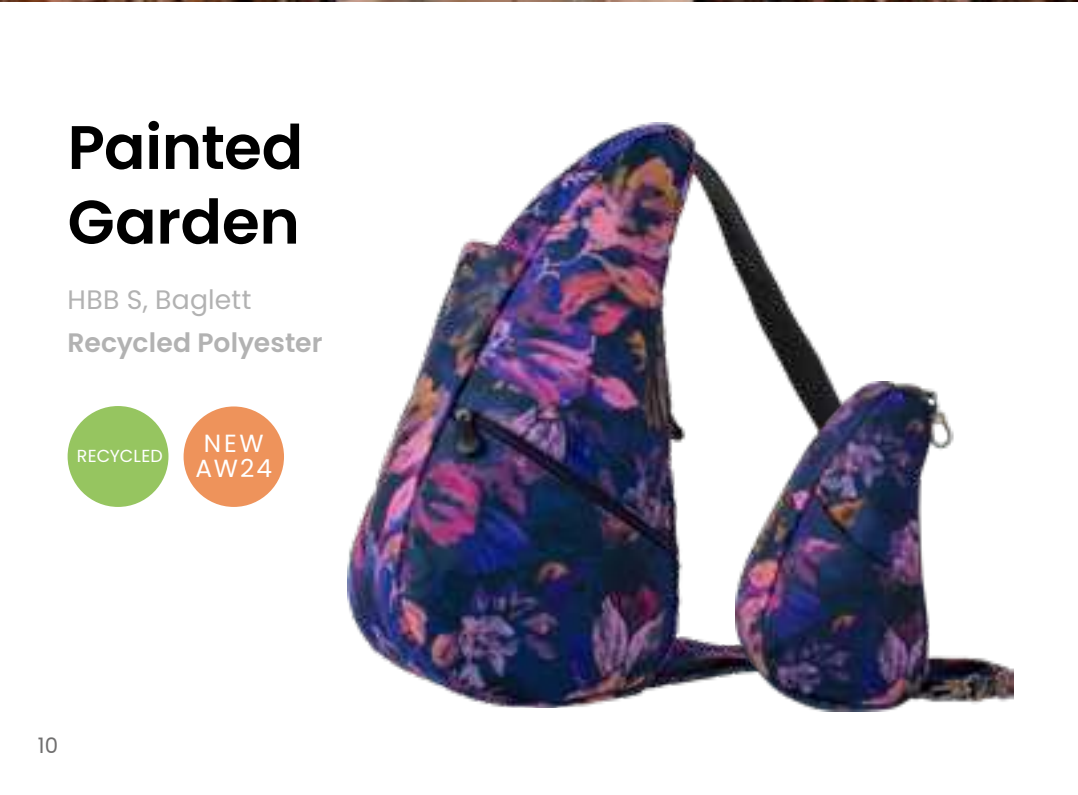
HBB S, Baglett  
Recycled Polyester



Dahlias Baglett

## Dahlias

Baglett, HBB S  
Recycled Polyester



## Painted Garden

HBB S, Baglett  
Recycled Polyester



Painted Garden S

## Puzzle

Baglett, HBB S  
Recycled Polyester



Puzzle S





Tie Dye Chambray  
Baglett



RECYCLED

## Tie Dye

Chambray, Indigo

Baglett, HBB S

Recycled Polyester



Block Party S



Zig Zag S



RECYCLED

## Freeflow 1 & 2

Baglett, HBB S

Recycled Polyester



Freeflow 2 S



Freeflow 1 S



RECYCLED

## Block Party & Cosmos

HBB S, HBB S

Polyester

## Urban Retro

HBB S, Baglett

Recycled Polyester



RECYCLED

## Zig Zag

Baglett, HBB S

Recycled Polyester



# Bagletts

Bagletts are cute, fun and above all functional – very handy for when you don’t need a full size bag, perfect for carrying minimal essentials for a quick shopping trip, dog walking, an evening out, travel, or for storing make-up or medication. They can be worn multiple ways using the long adjustable (and detachable) strap; across the front or back, on the shoulder, or around the waist, and they also clip onto the D-ring in the top of a full size Healthy Back Bag.

In two sizes: the Mini Baglett and the Baglett, coordinating with our Textured Nylon and Microfibre ranges.



Harvest Baglett



Dark Teal Baglett



Microfibre Wild Violet Mini Baglett

## Textured Nylon Bagletts

25cm

NEW AW24

NEW AW24

NEW AW24

NEW AW24

20.5cm

	Saffron	Harvest	Rosehip	Blackberry	Ruby	Raisin	Caviar	Truffle	Sierra	Graphite	Rocket Grey	Black	Blue Night	Vintage Indigo	Chambray	Capri Blue	Dark Teal	Seagrass	Emerald	Crimson	Limoncello
Baglett	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Mini Baglett				•						•		•	•		•	•				•	•

## Microfibre Bagletts

25cm

20.5cm

	Red	Nickel	Nile Blue	Navy	Cobalt	Tropical Green	Blue Sage	Terracotta	Black	Wild Violet	Aloe	Berry Sorbet
Baglett	•	•	•	•	•	•	•	•	•			
Mini Baglett	•			•			•		•	•	•	•



# Microfibre

Microfibre has been a bestselling collection worldwide for two decades. Made of densely woven fine fibres, the fabric is lightweight, smooth and wrinkle free, and available in a gorgeous range of rich saturated colours.

Matching Bagletts on page 15 and Accessories on page 30 & 31.

- Smooth and tactile, with a subtle sheen

Lightweight and luxurious

Smart urban look

Rich saturated colours

Premium hardware
- Transitions from day to evening

Resilient and durable fabric

Wipes clean

Weather resistant



Small Medium

See size guide p32 for further info



Safari S



Black M



Red S

## Pink Ribbon

Since 2016, 50% of all profit is donated to breast cancer charity CoppaFeel.



Baglett

Purse



Tropical Green	Aloe	Blue Sage	Slate	Nile Blue	Cobalt	Navy	Black	Nickel	Safari	Red	Terracotta	Berry Sorbet	Wild Violet
•	•	•	•	•	•	•	•	•	•	•	•	•	•
			•			•	•						

Small

Medium

Size guide and dimensions see page 32



Wild Violet S





NEW  
AW24

## Cloud Camo

A unique woven cotton blend in soft greys.

*Sling available late Oct*

HBB S, Sling

73% Cotton, 27% Polyester



Cloud Camo Sling

Cloud Camo S



NEW  
AW24



## Ric Rac

A richly textured and hardwearing woven fabric, in fresh contemporary colours.

*Baglett available late Oct*

Baglett, HBB S

Polyester



Ric Rac Baglett



Ric Rac S





Off Grid S

## Off Grid

Combining style and durability, Off Grid features a subtle woven grid pattern on a black background.

HBB S

Polyester



Geometry Teal S

## Geometry Teal & Geo Silver

These quilted bags are lightweight and comfortable, in versatile year-round colours.

Polyester

Teal  
Silver

HBB S  
HBB S, Baglett



## Tyvek® Graphite

A two tone bag in dark and light grey Tyvek® fabric with a subtle linear pattern, colourblocked on each side for two different looks.



Tyvek Graphite S

## Ink Splash

A irregular ink splash pattern in a mix of grounding blues - each bag is unique.

HBB S, Baglett

Polyester



Ink Splash S







Dahlias S



Textured Nylon  
Rocket Grey S



Textured Nylon  
Truffle M



Puzzle S





Black Leather S



	Bronze	Black	Navy	Java	Caviar	Black Plum	Lake Blue	Urban Red
Baglett	•	•	•	•	•	•	•	•
Small	•	•	•	•	•	•	•	•
Medium		•		•				

## Leather

This is where it all began. Our iconic leather bags, bestsellers for nearly 30 years, are made from premium full-grain buttery soft hide, drum dyed to ensure the colour never fades.

HBB S, M, Large Baglett

Leather



Mosaic Gold Mini Baglett



## Melin Tregwynt

Ash, Stone

We are proud to continue our collaboration with Melin Tregwynt, the family owned Pembrokeshire mill that has been producing beautiful designs in 100% wool doublecloth for three generations.

HBB S

Wool/Leather trim

## Mosaic Gold

This rich woven fabric with subtle metallic thread add a party element. In Mini Baglett and Extra Small Healthy Back Bag sizes. Robust enough for daily use and the perfect partner for an evening out.

XS dimensions: 38 x 20 x 14cm

HBB XS, Mini Baglett

92% Polyester 8% Cotton



Melin Tregwynt Stone S







Art Nouveau S



Bluebell Sling



Mystic Tweed S

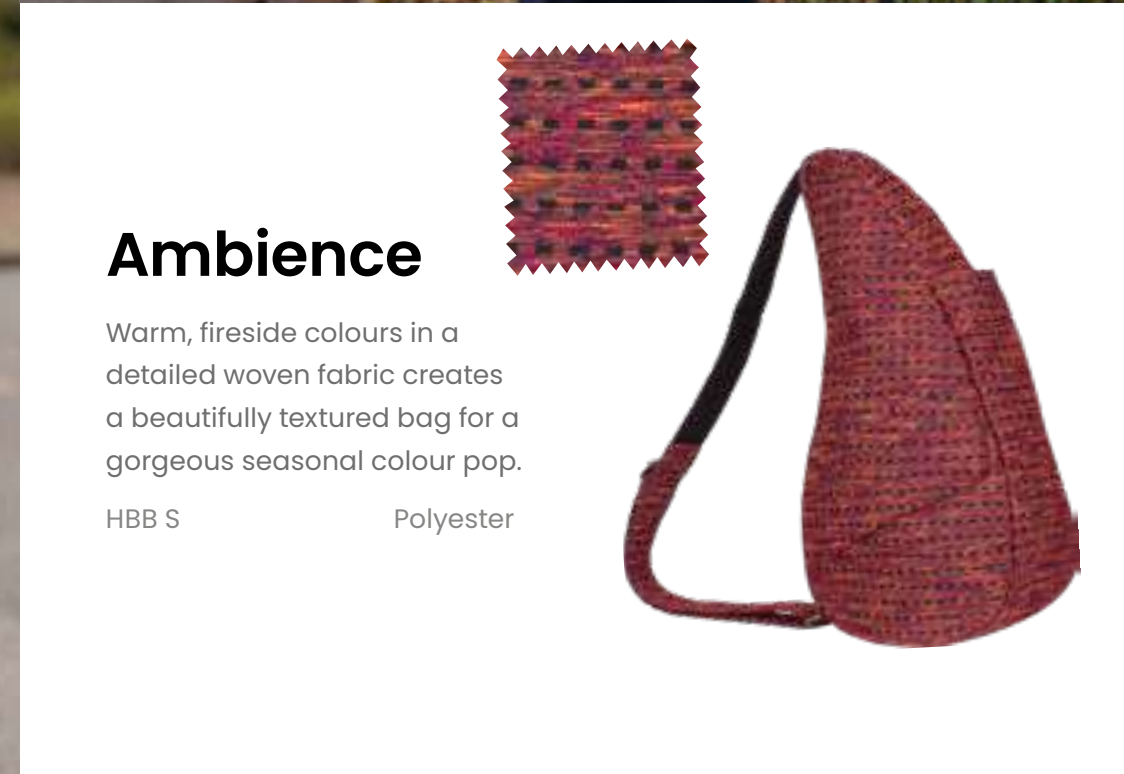


## Mystic Tweed

This soft 100% wool tweed combines rich autumnal burgundy with subtle flecks of saffron, orange and pink. Tactile and comfortable.

HBB S

100% Wool



## Ambience

Warm, fireside colours in a detailed woven fabric creates a beautifully textured bag for a gorgeous seasonal colour pop.

HBB S

Polyester

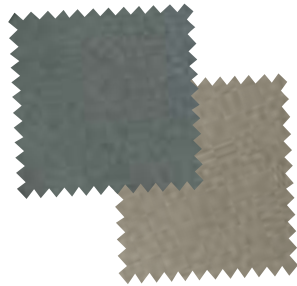


Ambience S





Hemp Dune M



## Hemp

Dune & Sage

The perfect material for a Healthy Back Bag; durable, lightweight but also natural, sustainable and eco-friendly.

HBB M



Hemp

Urban Traveller  
Grey Marl M



## Urban Traveller

Grey Marl, Burgundy

HBB M

Recycled Polyester



Active Traveller  
Chambray M



## Active Traveller

Chambray & Spruce

HBB M

Textured Nylon



Urban Traveller  
Burgundy M





Ruby Big Bag



Vintage Indigo, Ruby, Black

## Big Bags

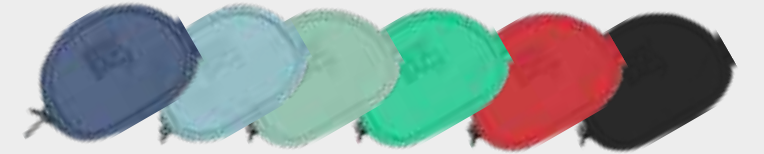
Our Big Bags are capacious 20 litre all rounders. Ideal for comfortably carrying more than usual, for the gym or short weekend break.

HBB Big Bag

Textured Nylon



## Accessories



Imperial Blue	Blue Sage	Aloe	Tropical Green	Red	Black
720-IB	720-BS	720-AL	720-TG	720-RD	720-BK

## Microfibre Mini Purses

These cute purses are perfect for cards and currency, fitting neatly inside our Bagletts and Bags.

Purse: 12 x 8 x 3cm



Vintage Indigo Big Bag

## Textured Nylon Pouches

These little zipped pouches are perfect for cards, keys, lip balm and other small essentials and can be easily clipped into your Healthy Back Bag or onto your belt loop. Weather proof and machine washable.



Rocket Grey	Persimmon	Vintage Indigo	Avocado	Calypso Pink
632-RG	632-PM	632-VO	632-AV	632-CA

Pouch: 15 x 9 x 2cm

## PIP Sets

A set of 3 slimline organiser pouches which store inside each other when not in use. (PIP = Pouch in Pouch)

Pouch S: 19 x 13cm  
Pouch M: 22 x 15cm  
Pouch L: 25 x 17cm



Microdot	Mosaic
643-MD	643-MO

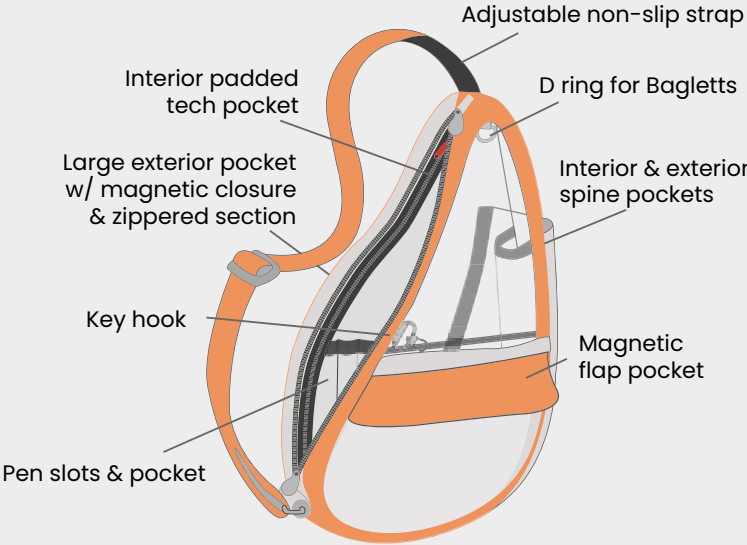


Textured Nylon  
Rocket Grey S

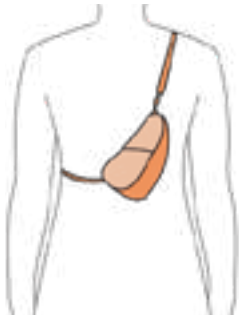


## Look Inside

There's a lot going on! There are compartments and pockets angled for easy access plus pen slots and a very handy elasticised keyhook. Small and medium sized HBBs feature a full size internal zipped and padded security pocket for tech, documents or other valuables. The silver lining ensures stress-free rummaging.



## Size Guide

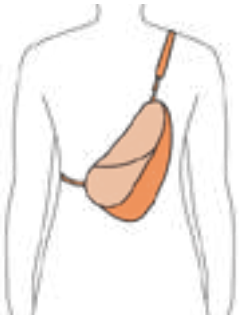


Mini Baglett

Perfect for minimal essentials when you don't need a full size bag

20.5 x 11 x 9cm

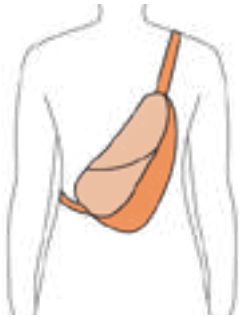
1 Litre



Baglett

25 x 14 x 11cm

1.5 Litres



Sling

Carry the essentials plus a bit extra like a water bottle

29 x 12 x 17 cm

3.5 Litres



Small

Most popular everyday size

43 x 23 x 15cm

6 Litres

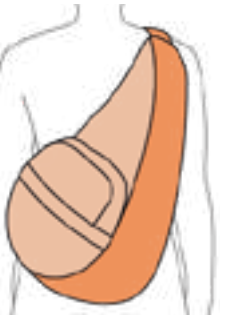


Medium

Ideal for daytrips and sightseeing

49 x 28 x 18cm

9 Litres



Big Bag

Will fit overnight gear or gym kit

54 x 33 x 21cm

20 Litres

## Fixtures

A comprehensive range of branded display solutions is available, including a countertop baglett carousel, single bag stand, T bar display, slatwall fixtures and floorstands with capacity for both bags and bagletts. Supplied free of charge apart from shipping costs, subject to Terms and Conditions of Use. Please contact us for further information.



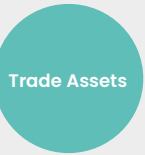
## Retail Support

trade.thehealthybackbag.co.uk

Register on our trade site, here you will find access to an online order form, a library of hi-res product, lifestyle and brand imagery, as well as posters, event graphics, point of sale materials, downloadable brochures, brand guidelines, logos, fixtures information, social media assets, merchandising tips and more...



Request a HBB trade account on our Trade Site



Once accepted, head to the menu 'Trade Assets'














You can now access all HBB download packages















Textured Nylon pp.8-9











											
	Caviar	Emerald	Limoncello	Saffron	Harvest	Dark Teal	Seagrass	Capri Blue	Chambray	Vintage Indigo	Blue Night
MB			6100-LC					6100-CP	6100-CM		6100-BN
B	6100LG-CV	6100LG-EM	6100LG-LC	6100LG-SN	6100LG-HA	6100LG-DT	6100LG-SS	6100LG-CP	6100LG-CM	6100LG-VO	6100LG-BN
S	6303-CV	6303-EM	6303-LC	6303-SN	6303-HA	6303-DT	6303-SS	6303-CP	6303-CM	6303-VO	6303-BN
M						6304-DT	6304-SS	6304-CP		6304-VO	6304-BN
Big Bag										44315-VO	

Mosaic p.25


Gold
MB 23280-GO
XS 232802-GO

										
	Blackberry	Ruby	Sierra	Truffle	Graphite	Raisin	Black	Rocket Grey	Crimson	Rosehip
MB	6100-BY				6100-GT		6100-BK		6100-CR	
B	6100LG-BY	6100LG-RY	6100LG-SR	6100LG-TF	6100LG-GT	6100LG-RA	6100LG-BK	6100LG-RG		6100LG-RH
S	6303-BY	6303-RY	6303-SR	6303-TF	6303-GT	6303-RA	6303-BK	6303-RG		6303-RH
M	6304-BY			6304-TF	6304-GT	6304-RA	6304-BK	6304-RG	6304-CR	
Big Bag		44315-RY					44315-BK			

Special Editions pp. 6-7, 18-21

									
Cloud Camo	Ric Rac	Eco Wave	Azteca	Baroque	Chroma	Ink Splash	Off Grid	Geometry Teal	Geo Silver
B		24220LG-RR				24130LG-IS			23210LG-SI
SL	24231-CC		6411-EW	6411-AZ	6411-BA	6411-CH			
S	24233-CC	24223-RR				24133-IS	24163-OG	23203-TL	23213-SI

Prints pp.10-13

											
Art Nouveau	Dahlias	Painted Garden	Puzzle	Freeflow 1	Freeflow 2	Tie Dye Indigo	Tie Dye Chambray	Zig Zag	Urban Retro	Block Party	Cosmos
B	6260LG-AN	6260LG-DA	6260LG-PG	6260LG-PZ	6260LG-FF1	6260LG-FF2	6260LG-IN	6260LG-CM	6260LG-ZZ	6160LG-UR	
S	6263-AN	6263-DA	6263-PG	6263-PZ	6263-FF1	6263-FF2	6263-IN	6263-CM	6263-ZZ	6163-UR	6163-CS

Care instructions

- Spot clean or machine-wash separately in cold water using a mild, non-biological detergent. Air dry.
- Spot clean with wet wipes or sponge with a mild, non-biological detergent solution. Air dry.
- Clean using a mild ph-balanced leather cleaner and conditioner.









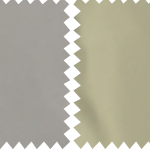



Size key

- MB Mini Baglett
- B Baglett
- SL Sling
- XS HBB Extra Small
- S HBB Small
- M HBB Medium



New for AW24

Available late Oct






Microfibre pp.16-17

												
Black	Slate	Navy	Nile Blue	Blue Sage	Aloe	Tropical Green	Cobalt	Nickel	Safari	Red	Terracotta	Berry Sorbet
MB 7100-BK		7100-NV		7100-BS	7100-AL					7100-RD		7100-BT
B 7100LG-BK		7100LG-NV	7100LG-NB	7100LG-BS		7100LG-TG	7100LG-CT	7100LG-NK		7100LG-RD	7100LG-TC	
S 7303-BK	7303-SL	7303-NV	7303-NB	7303-BS	7303-AL	7303-TG	7303-CT	7303-NK	7303-SF	7303-RD	7303-TC	7303-BT
M 7304-BK	7304-SL	7304-NV										





Pink Ribbon p.16

	
Wild Violet	Pink Ribbon
MB 7100-WV	Purse 720-CA
B	B 7100LG-CA
S 7303-WV	
M	


Recycled Nylon p.7

				
Bluebell	Hibiscus	Juniper	Marine Blue	Slate
SL 6401-BB	6401-HI	6401-JU	6401-MA	6401-SL

Melin Tregwynt p.25

			
Ash	Stone	Ambience	Mystic Tweed
S 3204-DU	3204-SG	S 22243-AB	23233-MT

p.27


Mystic Tweed

Order online

You can now order online through our trade portal. This is where you will find the most up to date inventory information and the fastest access to new products. Rest assured however, that we are always only a phone call or email away and are happy to hear from you whichever way suits you best.

- Head to [trade.thehealthybackbag.co.uk](https://trade.thehealthybackbag.co.uk)
- Click the 'Order online' link at the top left of the page
- Follow the steps to submit your order





# HEALTHY BACK BAG

## **The Healthy Back Bag**

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