

HEALTHY
BACK
BAG

Version 2 Jan 25

Spring Summer

25



Textured Nylon
Orchid Baglett



Hot Tropics M



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

Recycled Nylon
Walnut Sling



Wild Pink S, Textured Nylon
Evergreen M



The Healthy Back Bag

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@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

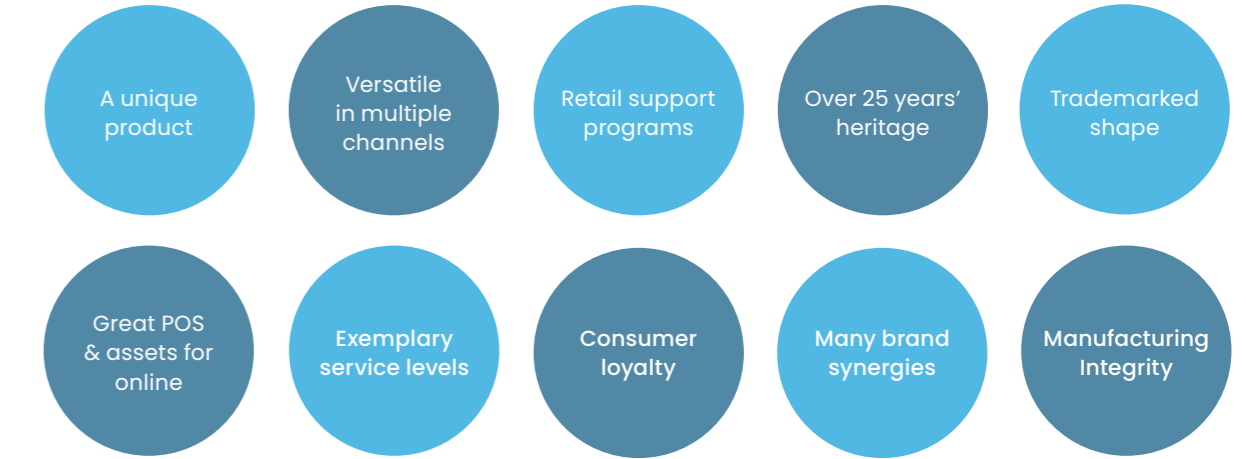
From AW24 all
 products incorporate
 100% recycled lining
 material

2025

We’re proud to
 introduce recycled
 zippers, interior binding,
 and elasticised
 webbing across the
 entire range

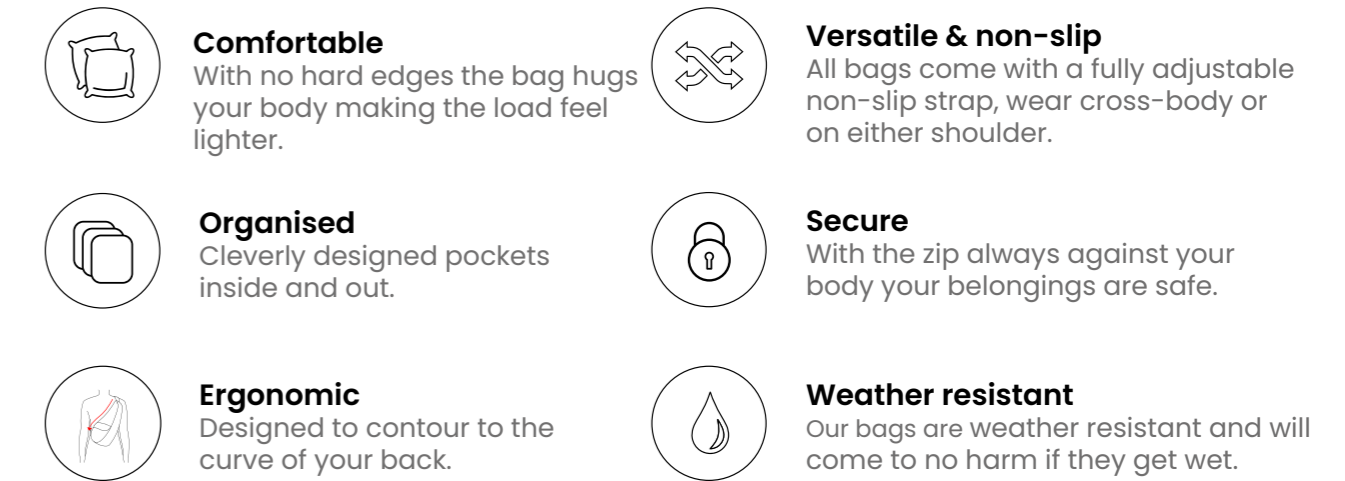
The Healthy Back Bag®

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.



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.



Read more about our values here.

thehealthybackbag.co.uk/impact-and-sustainability



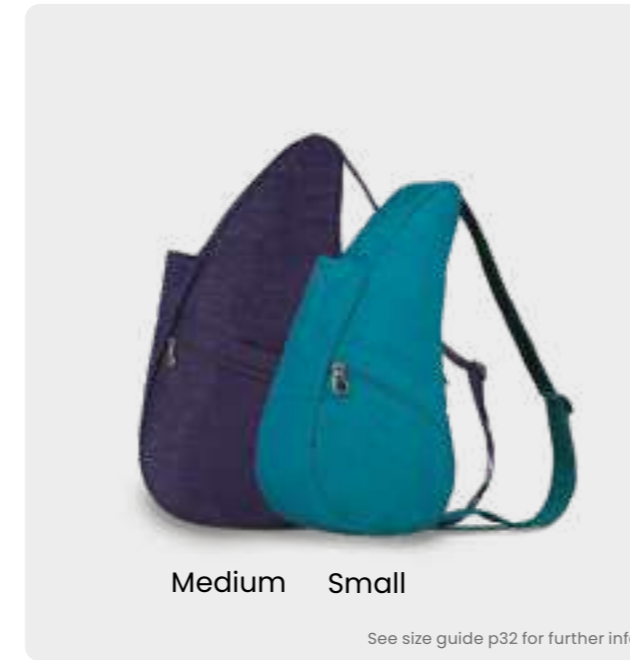
Textured Nylon

The 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 12, Big Bags on page 30 and Accessories on page 31.

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



NEW SS25

NEW SS25

NEW SS25

NEW SS25

	Seagrass	Dark Teal	Capri Blue	Chambray	Vintage Indigo	Blue Night	Blackberry	Sesame	Graphite	Black	Rocket Grey	Sierra	Caviar	Emerald	Evergreen	Bamboo Forest	Limoncello	Harvest	Crimson	Ruby	Orchid	Rosehip
Small	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Medium	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Size guide and dimensions see page 32

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 13 and Accessories on page 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



Recycled Nylon

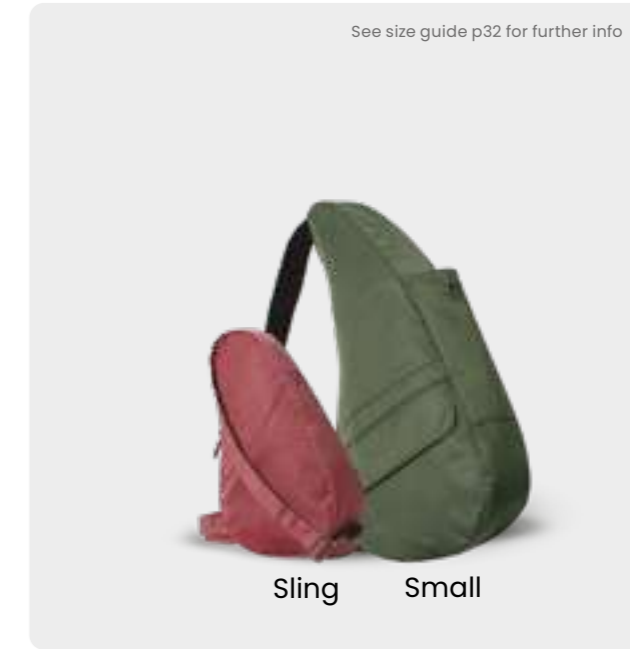


Recycled Nylon is the newest addition to our core fabric collection. This lightweight and smooth material has a subtle sheen and comes in a versatile palette of neutral, easy-to-wear tones.

Matching Slings on page 10.

Smooth and tactile, with a subtle sheen

- Lightweight
- Smart urban look
- Versatile neutral palette
- Premium hardware
- Great for every day
- Resilient and durable fabric
- Machine washable
- Weather resistant





Opal Sling

The Sling

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 17 x 12 cm

Recycled Nylon RECYCLED



Walnut Cinnamon Juniper Marine Blue Slate



Bouclé Sling



Foursquare Sling

Special Editions

One of a kind woven fabrics, tactile and textural.



Foursquare Polyester Bouclé Polyester Opal Polyester H-Luxe Polyester Coastal Polyester Chroma Polyester Cloud Camo Polyester



Eco Wave Salvage Scraps Textured Nylon Tyvek Grey Tyvek

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.



Orchid Mini Baglett



Sesame Baglett

Pink Ribbon

Since 2016, 40% of all profit is donated to breast cancer charity CoppaFeel.



Baglett

Purse

Textured Nylon Bagletts



	Harvest	Rosehip	Blackberry	Orchid	Ruby	Sesame	Caviar	Sierra	Graphite	Rocket Grey	Black	Blue Night	Vintage Indigo	Chambray	Capri Blue	Seagrass	Dark Teal	Emerald	Evergreen	Limoncello	Crimson	Bamboo Forest
Baglett	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Mini Baglett			•	•					•	•	•	•		•	•				•	•		•

Microfibre Bagletts



	Red	Cobalt	Tropical Green	Navy	Terracotta	Black	Blue Sage	Aloe
Baglett	•	•	•	•	•	•	•	•
Mini Baglett	•			•		•	•	•

Available April

Hot Tropics S



Hot Tropics

HBB M, HBB S, Baglett
Recycled Polyester

RECYCLED NEW
SS25



Serenity

Baglett, HBB S
Recycled Polyester

RECYCLED NEW
SS25



Serenity Baglett

Wild

Pink, Blue

HBB S, Baglett
Recycled Polyester

RECYCLED NEW
SS25



Wild Blue S



Wild Pink Baglett



Sunburst

Baglett, HBB S, M
Recycled Polyester

RECYCLED NEW
SS25



Sunburst M



Tie Dye
Chambray S



RECYCLED



Tie Dye

Chambray, Indigo

Baglett, HBB S

Recycled Polyester



Puzzle S

RECYCLED



Puzzle

HBB S

Recycled Polyester

RECYCLED



Freeflow 1 & 2

Baglett, HBB S

Recycled Polyester

Freeflow 2 S



Freeflow 1 S



Urban Retro

HBB S, Baglett

Polyester

Urban Retro S



Hot Tropics Baglett



Textured Nylon
Evergreen S



Sunburst Baglett



Tyvek® Grey, Sling & S



RECYCLED



Tyvek® Grey

Durability meets sophistication in this grey colour-blocked design, perfect for the outdoors and active lifestyles.

Sling, HBB S

Tyvek®



Tyvek® Grey S



Coastal S



Textured Nylon
Evergreen M p.7

Coastal

Inspired by seaside colours, this fabric features a soft, tactile weave in a blend of coastal blues.

Sling, HBB S

Polyester



Cloud Camo

A unique woven cotton blend in soft greys.

HBB S, Sling

73% Cotton, 27% Polyester



Cloud Camo S





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



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



Ink Splash

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

HBB S

Polyester



Ink Splash S



Textured Nylon
Sesame M



H-Luxe Sling



Wild Blue
Baglett



Urban Traveller Ocean M,
Sunburst S





Black Leather S



	Bronze	Black	Navy	Java	Caviar	Black Plum	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.

Baglett, HBB S, M

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





Hemp Sage M



Hemp

Dune & Sage

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

HBB M

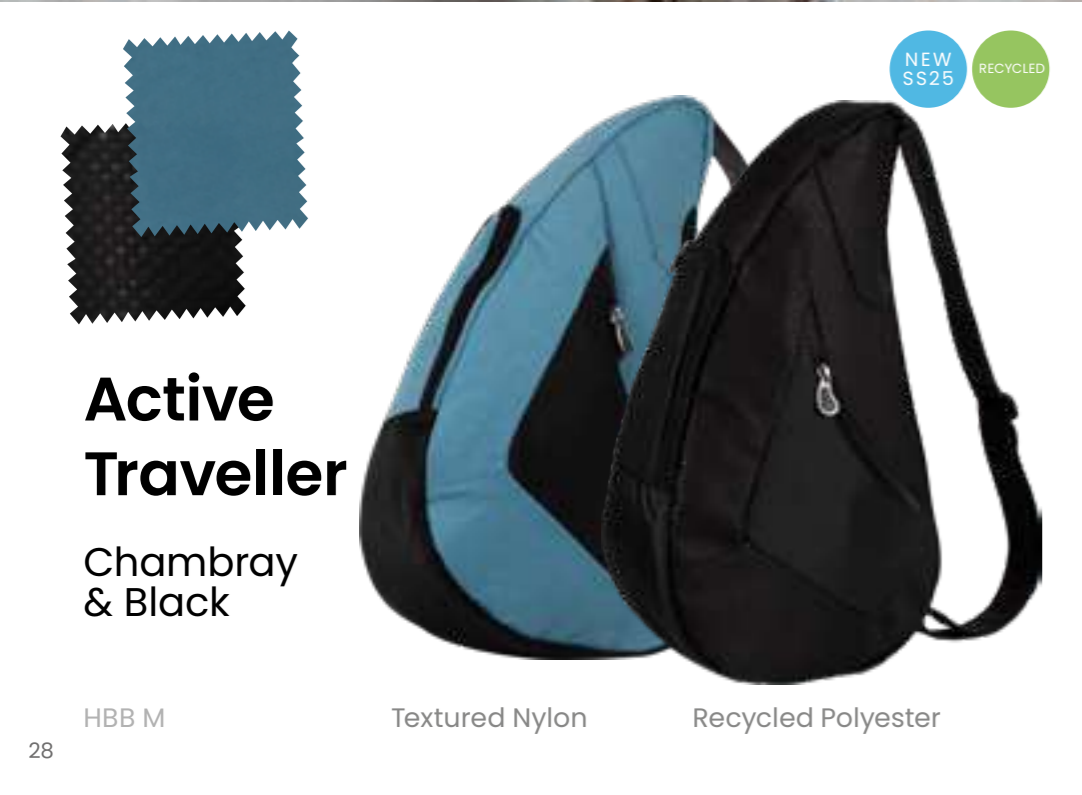
Hemp



Urban Traveller Sand M



Urban Traveller Ocean M



NEW SS25

RECYCLED

Active Traveller

Chambray & Black

HBB M

Textured Nylon

Recycled Polyester



Active Traveller Chambray M



Active Traveller Black M



Recycled Urban Traveller

RECYCLED

These smart, practical Urban Traveller Bags have multiple pockets inside and out, making it a versatile 9 litre option for sports, sightseeing, hiking, travel or commuting. Made from 100% hardwearing recycled polyester.

HBB M

Recycled Polyester

Grey Marl

Sand

Ocean

NEW SS25

NEW SS25

Bamboo Forest Big Bag



NEW
SS25



Bamboo Forest, 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



Vintage Indigo Big Bag

Textured Nylon Pouches

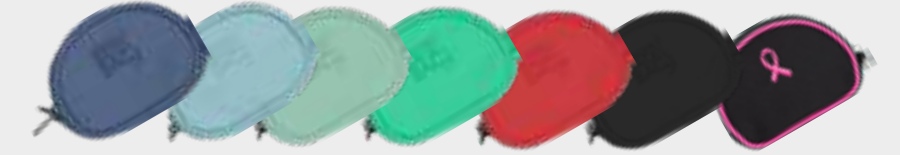
These little zipped pouches are perfect for cards, keys, lip balm and other small essentials and can be easily clipped into your Healthy Back Bag or onto your belt loop. Weather proof and machine washable.



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

Pouch: 15 x 9 x 2cm

Accessories



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

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

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



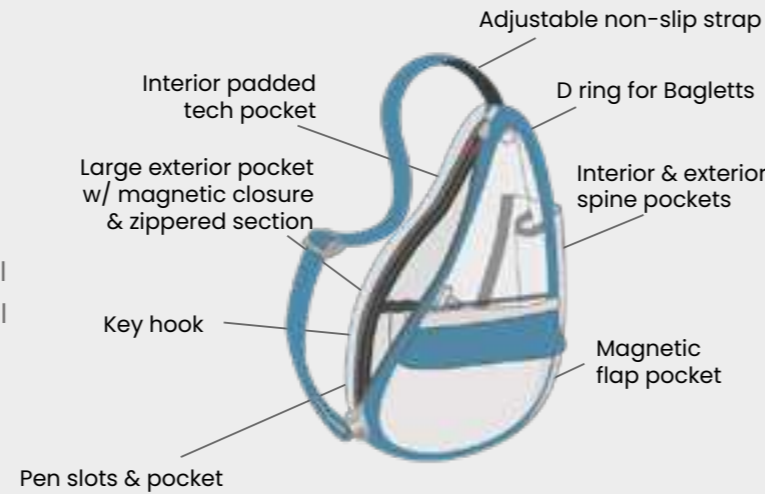
Microdot	Mosaic
643-MD	643-MO

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.

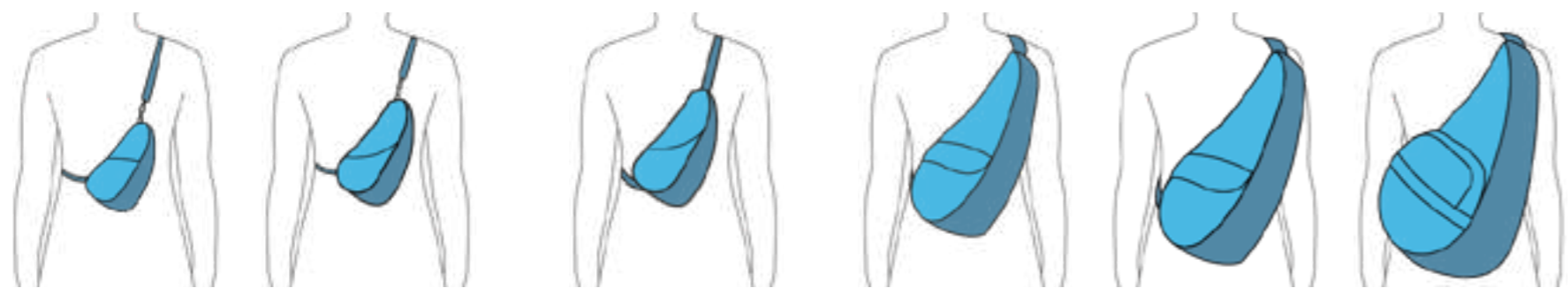


Fixtures

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 all sizes. Supplied free of charge apart from shipping costs, subject to Terms and Conditions of Use. Please contact us for further information.



Size Guide



Mini Baglett	Baglett	Sling	Small	Medium	Big Bag
Perfect for minimal essentials when you don't need a full size bag	Carry the essentials plus a bit extra like a water bottle	Most popular everyday size	Ideal for daytrips and sightseeing	Will fit overnight gear or gym kit	
20.5 x 11 x 9cm	25 x 14 x 11cm	29 x 17 x 12 cm	43 x 23 x 15cm	49 x 28 x 18cm	54 x 33 x 21cm
1 Litre	1.5 Litres	3.5 Litres	6 Litres	9 Litres	20 Litres

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.6-7, 12-13



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



	Blackberry	Ruby	Sierra	Sesame	Graphite	Black	Rocket Grey	Crimson	Rosehip	Orchid
MB	6100-BY				6100-GT	6100-BK		6100-CR		6100-OD
B	6100LG-BY	6100LG-RY	6100LG-SR	6100LG-SE	6100LG-GT	6100LG-BK	6100LG-RG	6100LG-CR	6100LG-RH	6100LG-OD
S	6303-BY	6303-RY	6303-SR	6303-SE	6303-GT	6303-BK	6303-RG	6303-CR	6303-RH	6303-OD
M	6304-BY			6304-SE	6304-GT	6304-BK	6304-RG			
Big Bag		44315-RY				44315-BK				

Melin Tregwynt p.27



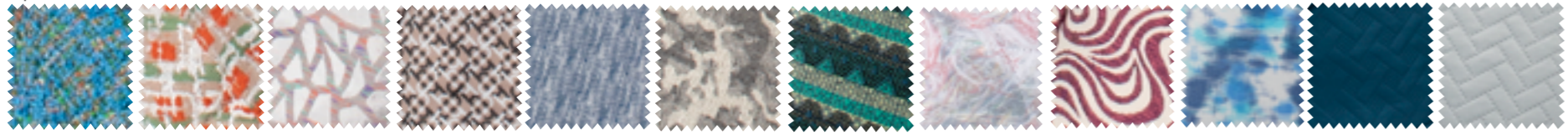
	Ash	Stone
S	64103-AS	64103-ST

Prints pp.14-17



	Hot Tropics	Wild Blue	Wild Pink	Serenity	Sunburst	Freeflow 1	Freeflow 2	Puzzle	Urban Retro	Tie Dye Indigo	Tie Dye Chambray
B	6260LG-HT	6260LG-WB	6260LG-WP	6260LG-SE	6260LG-SU	6260LG-FF1			6160LG-UR	6260LG-IN	6260LG-CM
S	6263-HT	6263-WB	6263-WP	6263-SE	6263-SU	6263-FF1	6263-FF2	6263-PZ	6163-UR	6263-IN	6263-CM
M	6264-HT				6264-SU						

Special Editions pp. 11, 20-23



	Bouclé	Foursquare	Opal	H-Luxe	Coastal	Cloud Camo	Ric Rac	Eco Wave	Chroma	Ink Splash	Geometry Teal	Geo Silver
B							24220LG-RR					
SL	6411-BO	6411-FS	6411-OP	25141-HX	25121-CO	24231-CC		6411-EW	6411-CH			
S					25123-CO	24233-CC	24223-RR			24133-IS	23203-TL	23213-SI

Microfibre pp.8 & 13



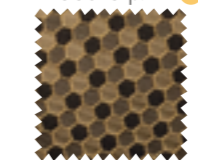
	Black	Navy	Blue Sage	Aloe	Tropical Green	Cobalt	Red	Terracotta	Navy Quilted
MB	7100-BK	7100-NV	7100-BS	7100-AL			7100-RD		S 7403-NV
B	7100LG-BK	7100LG-NV			7100LG-TG	7100LG-CT	7100LG-RD	7100LG-TC	
S	7303-BK	7303-NV	7303-BS	7303-AL	7303-TG	7303-CT	7303-RD	7303-TC	
M	7304-BK								

Recycled Nylon p.9-10



	Walnut	Cinnamon	Juniper	Marine Blue	Slate
SL	6401-WA	6401-CI	6401-JU	6401-MA	6401-SL
S	6403-WA	6403-CI	6403-JU	6403-MA	6403-SL

Mosaic p.27



	Gold
MB	23280-GO
XS	232802-GO

Pink Ribbon p.13



	Pink Ribbon
Purse	720-CA
B	7100LG-CA

Leather p.26



	Black	Navy	Urban Red	Java	Caviar	Black Plum	Bronze
B	5100LG-BK	5100LG-NV	5100LG-UR	5100LG-JV	5100LG-CV	5100LG-BP	5310LG-BZ
S	5303-BK	5303-NV	5303-UR		5303-CV	5303-BP	5313-BZ
M	5304-BK			5304-JV			

Tyvek® p.20



	Grey
SL	6171-GX
S	6173-GX

Urban Traveller p.29



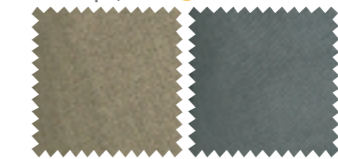
	Grey Marl	Ocean	Sand
M	83824-GY	83824-OC	83824-SA

Active Traveller p.28



	Black	Chambray
M	83414-BK	83314-CM

Hemp p.28



	Dune	Sage
M	3204-DU	3204-SG

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

Recycled

New for SS25

Available April

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.

- Login into trade.thehealthybackbag.co.uk or scan the QR code below.
- Click the "Order online" link at the top left of the page
- Follow the steps to submit your order



Scan here to login & order online

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