

HEALTHY  
BACK  
BAG

Version 1 June 25

# Autumn Winter

25







Vintage Brown S



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

Tyvek Metallic Sling



Vintage Blue S



Textured Nylon  
Mulberry Baglett

#### 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.



Kindred Blue  
Sling



“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.

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.



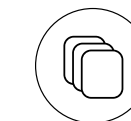
### Comfortable

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



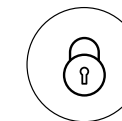
### Versatile & non-slip

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



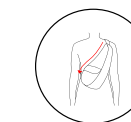
### Organised

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)





Pumpkin S

# 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



	Seagrass	Dark Teal	Capri Blue	Chambray	Vintage Indigo	Blue Night	Amethyst	Sesame	Graphite	Black	Rocket Grey	Sierra	Emerald	Evergreen	Bamboo Forest	Limoncello	Pumpkin	Garnet	Crimson	Mulberry	Orchid
Small	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Medium	•	•	•		•	•	•	•	•	•	•			•							

Size guide and dimensions see page 32



# Microfibre

Made of densely woven fine fibres, the fabric is lightweight, smooth and wrinkle free, and available in 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

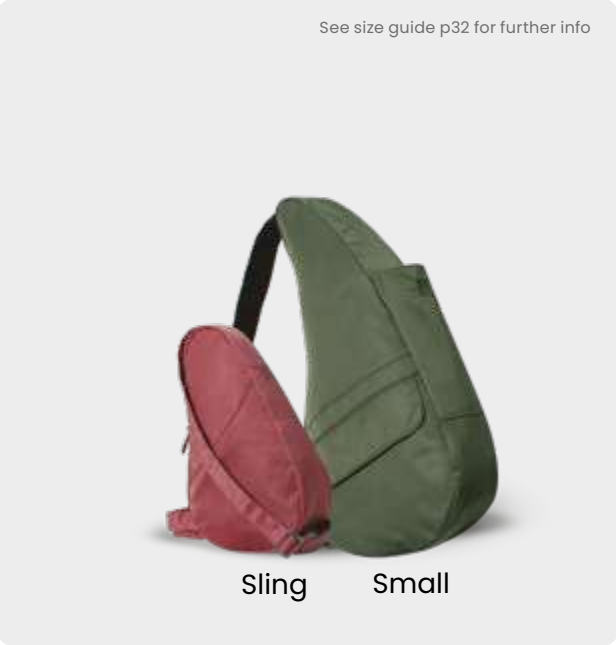


Recycled Nylon is the newest addition to our core fabric collection. This lightweight and smooth material has a subtle sheen and comes in a versatile palette of neutral, easy-to-wear tones.

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







Flint 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



Multi Camo Sling



Rose Tapestry Sling

## Recycled Nylon



Walnut Cinnamon Juniper Marine Blue Slate Flint Black

## Tyvek®



Grey Metallic Chamois Green

## Special Editions

One of a kind woven fabrics, tactile and textural.



Kindred Blue Polyester Multi Camo Polyester Rose Tapestry 1 Cotton Rose Tapestry 2 Cotton Foursquare Polyester Bouclé Polyester H-Luxe Polyester Coastal Polyester Eco Wave Selvedge Scraps Textured Nylon Brown Recycled PU, Cotton & Polyester Blue

## Vintage





# 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.



Graphite Mini Baglett



Garnet Baglett

### Pink Ribbon

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

Baglett

Purse

## Textured Nylon Bagletts

25cm

NEW AW25

NEW AW25

NEW AW25

NEW AW25

20.5cm

	Pumpkin	Mulberry	Amethyst	Crimson	Ruby	Garnet	Sesame	Sierra	Graphite	Rocket Grey	Black	Blue Night	Vintage Indigo	Chambray	Capri Blue	Seagrass	Dark Teal	Emerald	Evergreen	Limoncello	Orchid	Bamboo Forest
Baglett	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Mini Baglett									•	•	•	•	•	•	•					•	•	•

## Microfibre Bagletts

25cm

20.5cm

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





Rococo 2 S



NEW  
AW25

RECYCLED

## Rococo 1 & 2

Baglett, HBB S

Recycled Polyester



Half Moon  
Baglett



Half Moon S



RECYCLED

NEW  
AW25

## Half Moon

HBB S

Recycled Polyester



Rococo 1  
Baglett



NEW  
AW25

RECYCLED

## Flora 1 & 2

Baglett, HBB S

Recycled Polyester



Flora 1  
Baglett



Flora 2 S



Hot Tropics S



Hot Tropics

HBB M, HBB S, Baglett  
Recycled Polyester



Tie Dye  
Chambray S



Tie Dye

Chambray, Indigo  
Baglett, HBB S

Recycled Polyester

Wild

Pink, Blue

HBB S, Baglett  
Recycled Polyester



Wild Blue S



Wild Pink  
Baglett



Sunburst

Baglett, HBB S, M  
Recycled Polyester



Sunburst M





Rococo 2 Baglett



Textured Nylon  
Dark Teal M



Rose Tapestry 1  
Sling



Textured Nylon  
Mulberry S







# Vintage

NEW  
AW25

A tactile, hard-wearing finish with a distinctive waxed cotton effect, available in our Sling, Small, and Medium sizes.

Recycled PU, Cotton & Polyester

	Brown	Blue
Sling	•	•
Small	•	•
Medium	•	•



Vintage Brown Sling



Vintage Brown M  
& Vintage Blue Sling



Kindred Blue S



Multi Camo S



Checkerboard S



NEW  
AW25

## Kindred Blue

A richly woven fabric featuring multi-coloured stripes with an overall blue hue.

HBB S, Sling

100% Polyester



NEW  
AW25

## Multi Camo

A fresh twist to classic camo, layered under a fine mesh for a sleek, modern look & feel.

Sling , HBB S

100% Polyester



NEW  
AW25

## Checkerboard

A dynamic reimaging of a classic pattern, this monochrome design features oversized pixelated checks.

HBB S

100% Polyester





Cloud Camo S



Coastal S



Geo Silver S

## Tyvek®

Tyvek's unique high-density polyethylene fibres make the bag water-resistant, tear proof, and ultra lightweight, ensuring both durability and comfort.



NEW  
AW25

Chamois Green

NEW  
AW25

Metallic

Grey



## Cloud Camo

A unique woven cotton blend in soft greys.

HBB S, Sling 73% Cotton, 27% Polyester



## Coastal

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

Sling , HBB S 100% Polyester



## Geo Silver

This quilted bag is lightweight and comfortable, in a versatile year-round colour.

HBB S, Hardshell Case 100% Polyester



Tyvek® Chamois Green Sling



Tyvek® Metallic S



Tyvek® Grey S





Black Leather S



	Bronze	Black	Navy	Java	Caviar	Black Plum	Urban Red
Baglett	•	•	•	•	•	•	•
Small	•	•	•		•	•	•

## 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

Leather



Ric Rac S



## 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

## Ric Rac

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

HBB S

Polyester



Melin Tregwynt Stone S





Rococo 1 Baglett



Flora 1 S



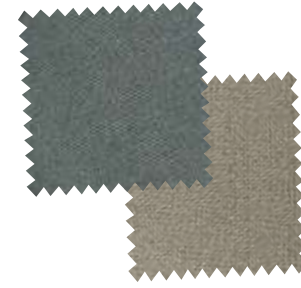
Textured Nylon Pumpkin Baglett







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



## Active Traveller

Chambray & Black

HBB M

RECYCLED



Active Traveller  
Chambray M



Active Traveller  
Black M

## Recycled Urban Traveller

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



Sand

Ocean





Garnet Big Bag

AVAIL  
OCT

NEW  
AW25



Seagrass, Bamboo Forest, Vintage Indigo, Garnet, 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

# 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

# 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	Avocado	Calypso Pink
632-RG	632-PM	632-AV	632-CA

Pouch: 15 x 9 x 2cm



Avocado	Calypso Pink	Persimmon
720-IB	720-BS	720-AL

# Pouch & Shopper

NEW  
AW25

These handy textured nylon pouches contain a roomy reuseable shopper. Perfect for farmers markets, the supermarket and everything in between.

Pouch: 15 x 9 x 2cm  
Shopper: 44 x 36.5cm

# Hardshell Case

NEW  
AW25

With its structured shell, compact shape and clip attachment, this case is perfect for protecting specs, storing makeup, cables or medication.

Attaches seamlessly onto the d-ring inside a Sling or Healthy Back Bag.

Case: 17 x 8.5 x 4cm



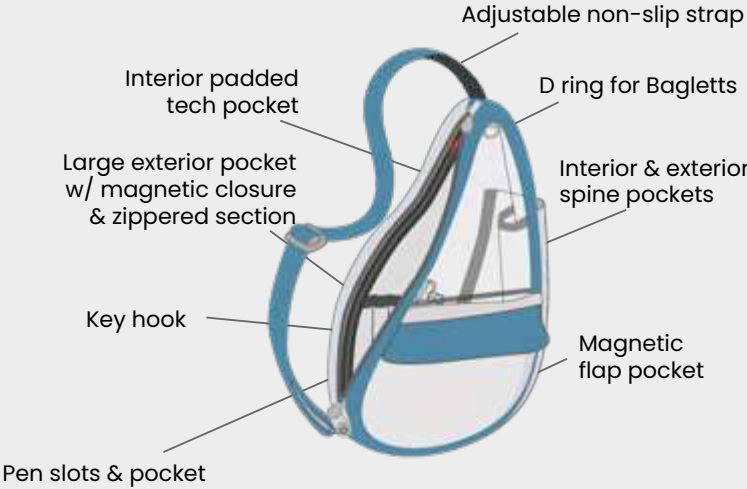


Textured Nylon  
Rocket Grey S



## 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

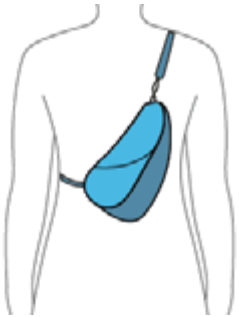


Mini Baglett

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

20.5 x 11 x 9cm

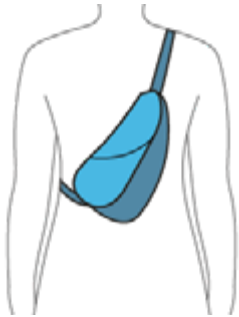
1 Litre



Baglett

25 x 14 x 11cm

1.5 Litres

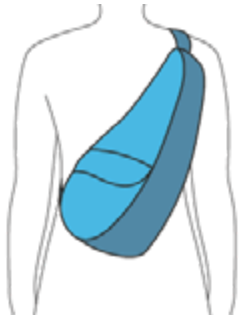


Sling

Carry the essentials plus a bit extra like a water bottle

29 x 17 x 12 cm

3.5 Litres

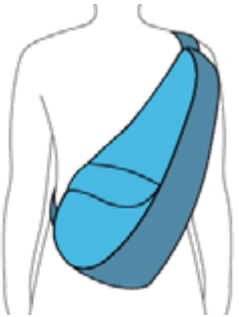


Small

Most popular everyday size

43 x 23 x 15cm

6 Litres

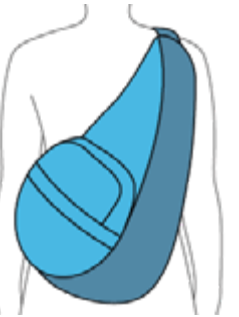


Medium

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

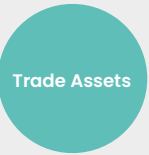
## Retail Support

[trade.thehealthybackbag.co.uk](https://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

	<b>Emerald</b>	<b>Evergreen</b>	<b>Bamboo Forest</b>	<b>Limoncello</b>	<b>Pumpkin</b>	<b>Dark Teal</b>	<b>Seagrass</b>	<b>Capri Blue</b>	<b>Chambray</b>	<b>Vintage Indigo</b>	<b>Blue Night</b>	<b>Amethyst</b>
MB			6100-BF	6100-LC				6100-CP	6100-CM		6100-BN	
B	6100LG-EM	6100LG-EV		6100LG-LC	6100LG-PK	6100LG-DT	6100LG-SS	6100LG-CP	6100LG-CM	6100LG-VO	6100LG-BN	6100LG-AM
S	6303-EM	6303-EV	6303-BF	6303-LC	6303-PK	6303-DT	6303-SS	6303-CP	6303-CM	6303-VO	6303-BN	6303-AM
M		6304-EV				6304-DT	6304-SS	6304-CP		6304-VO	6304-BN	
Big Bag			44315-BF				44315-SS			44315-VO		

	<b>Garnet</b>	<b>Ruby</b>	<b>Sierra</b>	<b>Sesame</b>	<b>Graphite</b>	<b>Black</b>	<b>Rocket Grey</b>	<b>Crimson</b>	<b>Mulberry</b>	<b>Orchid</b>
MB					6100-GT	6100-BK				6100-OD
B	6100LG-GA	6100LG-RY	6100LG-SR	6100LG-SE	6100LG-GT	6100LG-BK	6100LG-RG	6100LG-CR	6100LG-MY	6100LG-OD
S	6303-GA		6303-SR	6303-SE	6303-GT	6303-BK	6303-RG	6303-CR	6303-MY	6303-OD
M				6304-SE	6304-GT	6304-BK	6304-RG			
Big Bag	44315-GA					44315-BK				

Prints pp.14-17

	<b>Flora 1</b>	<b>Flora 2</b>	<b>Rococo 1</b>	<b>Rococo 2</b>	<b>Half Moon 1</b>	<b>Hot Tropics</b>	<b>Wild Blue</b>	<b>Wild Pink</b>	<b>Sunburst</b>	<b>Tie Dye Indigo</b>	<b>Tie Dye Chambray</b>
B	6260LG-FL1	6260LG-FL2	6260LG-RC1	6260LG-RC2	6260LG-HM1	6260LG-HT	6260LG-WB	6260LG-WP	6260LG-SU	6260LG-IN	6260LG-CM
S	6263-FL1	6263-FL2	6263-RC1	6263-RC2	6263-HM1	6263-HT	6263-WB	6263-WP	6263-SU	6263-IN	6263-CM
M						6264-HT			6264-SU		

Special Editions pp. 11, 20-25

	<b>Multi Camo</b>	<b>Checkerboard</b>	<b>Kindred Blue</b>	<b>Rose Tapestry 1</b>	<b>Rose Tapestry 2</b>	<b>Bouclé</b>	<b>Foursquare</b>	<b>H-Luxe</b>	<b>Coastal</b>	<b>Cloud Camo</b>	<b>Ric Rac</b>	<b>Eco Wave</b>	<b>Geo Silver</b>
B													
SL	25201-MC		25221-KB	6411-RT1	6411-RT2	6411-BO	6411-FS	25141-HX	25121-CO			6411-EW	
S	25203-MC	25213-CH	25223-KB						25123-CO	24233-CC	24223-RR		23213-SI

Microfibre pp.8 & 13

	<b>Black</b>	<b>Navy</b>	<b>Blue Sage</b>	<b>Tropical Green</b>	<b>Cobalt</b>	<b>Red</b>
MB	7100-BK	7100-NV	7100-BS			7100-RD
B	7100LG-BK	7100LG-NV		7100LG-TG	7100LG-CT	7100LG-RD
S	7303-BK	7303-NV		7303-TG	7303-CT	7303-RD
M	7304-BK					

	<b>Navy Quilted</b>
S	7403-NV

	<b>Pink Ribbon</b>
Purse	720-CA
B	7100LG-CA

Recycled Nylon p.9

	<b>Walnut</b>	<b>Cinnamon</b>	<b>Juniper</b>	<b>Marine Blue</b>	<b>Slate</b>	<b>Black</b>	<b>Flint</b>
SL	6401-WA	6401-CI	6401-JU	6401-MA	6401-SL	6401-BK	6401-FT
S	6403-WA	6403-CI	6403-JU	6403-MA	6403-SL	6403-BK	6403-FT

	<b>Dune</b>	<b>Sage</b>
M	3204-DU	3204-SG

Leather p.24

	<b>Black</b>	<b>Navy</b>	<b>Urban Red</b>	<b>Java</b>	<b>Caviar</b>	<b>Black Plum</b>	<b>Bronze</b>
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

	<b>Brown</b>	<b>Blue</b>
SL	4201-BR	4201-BL
S	4203-BR	4203-BL
M	4204-BR	4204-BL

Tyvek® p.23

	<b>Grey</b>	<b>Chamois Green</b>	<b>Metallic</b>
SL	6171-GX	6171-GR	6171-ME
S	6173-GX	6173-GR	6173-ME

	<b>Ocean</b>	<b>Sand</b>
M	83824-OC	83824-SA

	<b>Black</b>	<b>Chambray</b>
M	83414-BK	83314-CM

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 AW25

Available Oct

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](https://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



# HEALTHY BACK BAG

## **The Healthy Back Bag**

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