

HEALTHY
BACK
BAG

Version 2 July 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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[TikTok](#) [Facebook](#) [Instagram](#) @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 and AmeriBag Products LLC, USA are sister companies

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

Sustainable
brand
evolution

Retail support
programs

Over 25 years’
heritage

Trademarked
shape

Great POS
& assets for
online

Exemplary
service levels

Consumer
loyalty

Many brand
synergies

Versatile
in multiple
channels

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.



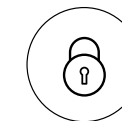
Versatile & non-slip

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



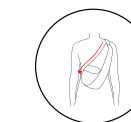
Organised

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



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



NEW AW25

	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, Microfibre 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

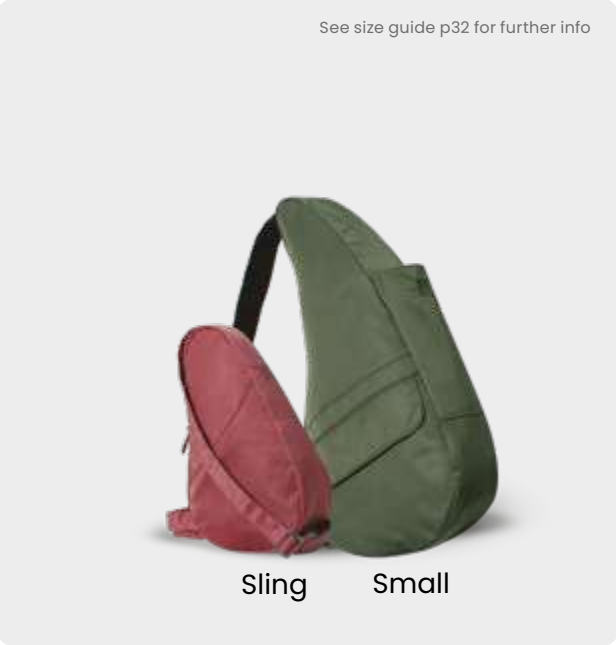


Recycled Nylon is the newest addition to our core fabric collection. This lightweight and smooth material has a subtle sheen and comes in a versatile palette of neutral, easy-to-wear tones.

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





Recycled Nylon
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 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 2
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

Eco Wave
Selvedge Scraps
Textured Nylon

Vintage



Brown

Blue
Recycled PU, Cotton
& 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.



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



Rococo 1 & 2

Baglett, HBB S

Recycled Polyester



Rococo 1
Baglett



Half Moon
Baglett



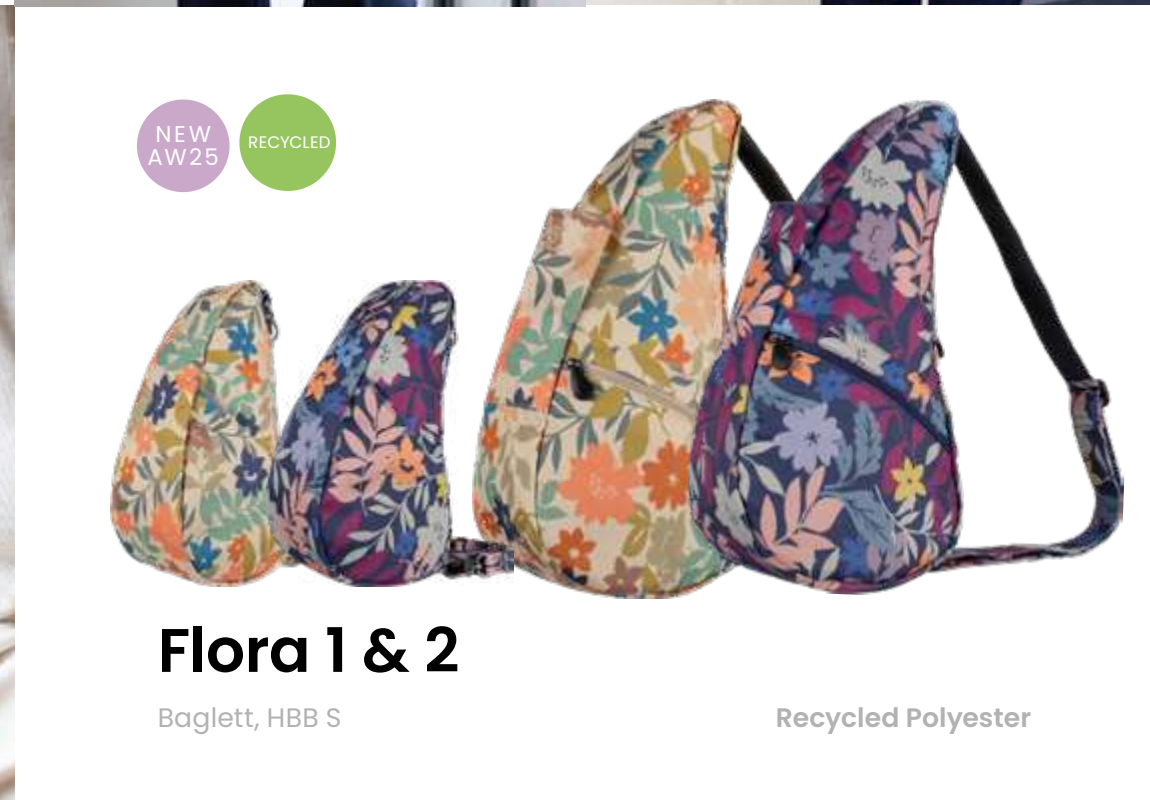
Half Moon S



Half Moon

Baglett, HBB S

Recycled Polyester



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

RECYCLED



Tie Dye
Chambray S



RECYCLED

Tie Dye

Chambray, Indigo
Baglett, HBB S

Recycled Polyester



Wild

Pink, Blue

HBB S, Baglett
Recycled Polyester

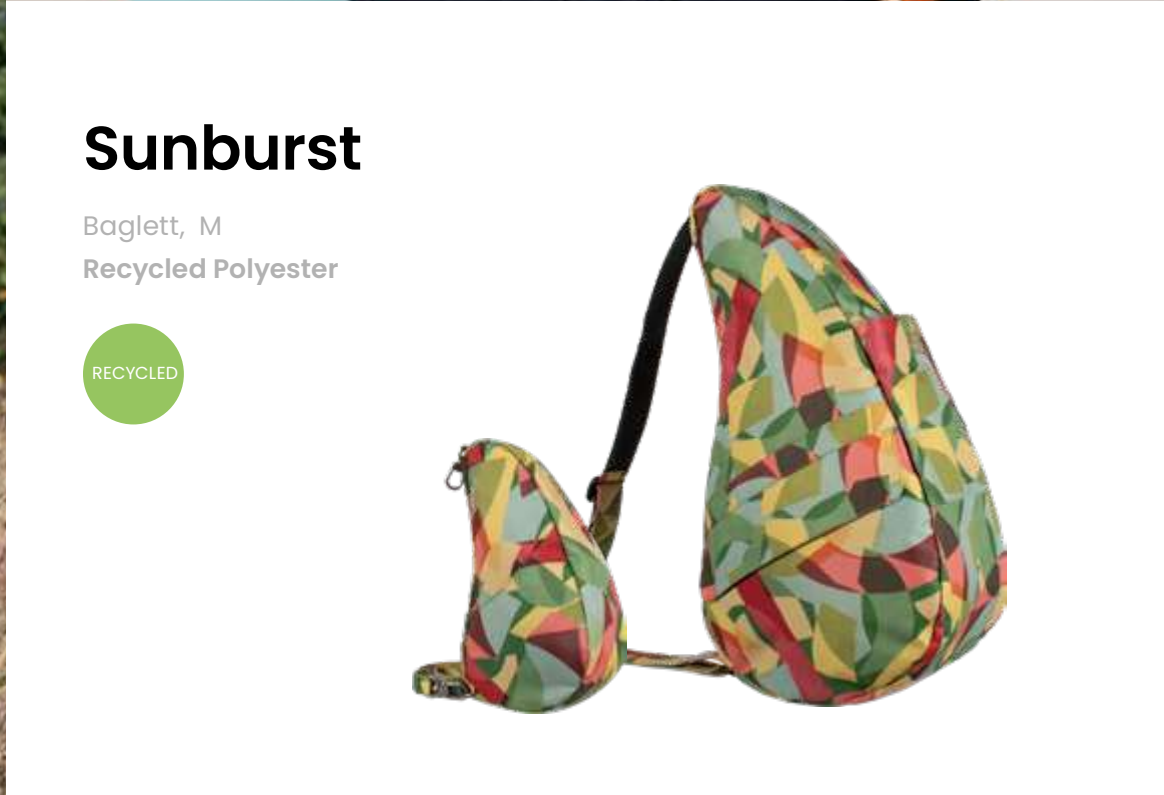
RECYCLED



Wild Blue S



Wild Pink
Baglett



Sunburst

Baglett, M
Recycled Polyester

RECYCLED



Sunburst M

Rococo 2 Baglett



Textured Nylon
Seagrass M



Textured Nylon
Mulberry S



HEALTHY
BACK
BAG



Textured Nylon
Bamboo Forest
Big Bag





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 reimagining of a classic pattern, this monochrome design features oversized pixelated checks.

HBB S

100% Polyester



Cloud Camo S



Coastal S



Geo Silver S



Cloud Camo

A unique woven cotton blend in soft greys.

HBB S

73% Cotton, 27% Polyester



Coastal

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

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®

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

Sling, HBB S



NEW
AW25

Chamois Green



NEW
AW25

Metallic



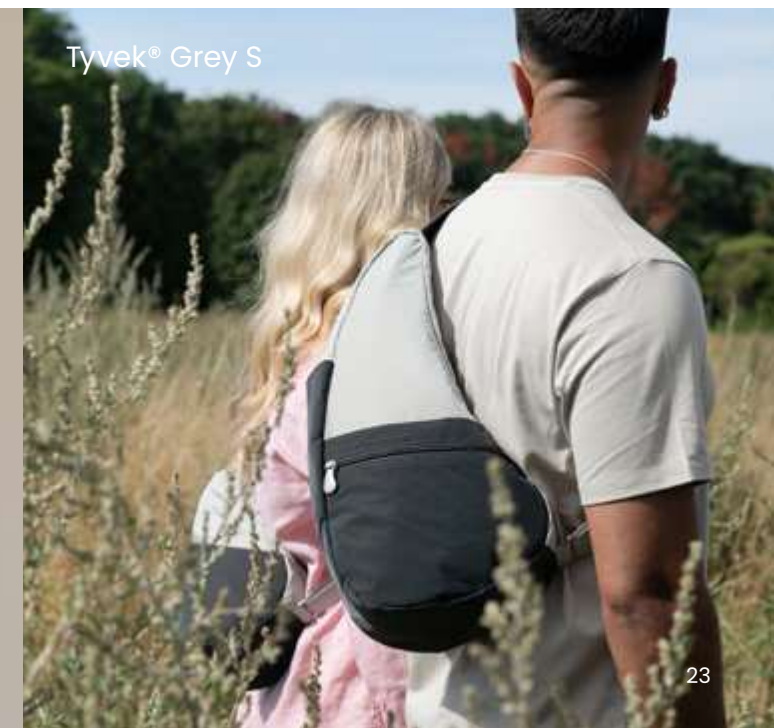
Grey



Tyvek® Chamois Green Sling



Tyvek® Metallic S



Tyvek® Grey S



Black Leather S



	Bronze	Black	Navy	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



Recycled Nylon
Black Sling



Flora 1 S

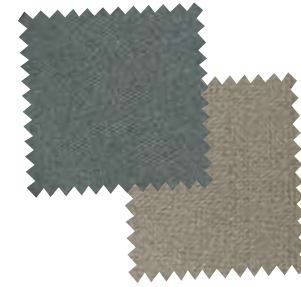


Textured Nylon Pumpkin
Baglett





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



Recycled Active Traveller

Black

HBB M

RECYCLED

Recycled Polyester



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 BagBamboo Forest
Big Bag

Microfibre Mini Purses

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



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

Purse: 12 x 8 x 3cm

Pouch & Shopper

NEW
AW25

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



Avocado	Calypso Pink	Persimmon
632-AV	632-CA	632-PM

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.

Clips onto the D-ring inside a Sling or Healthy Back Bag.



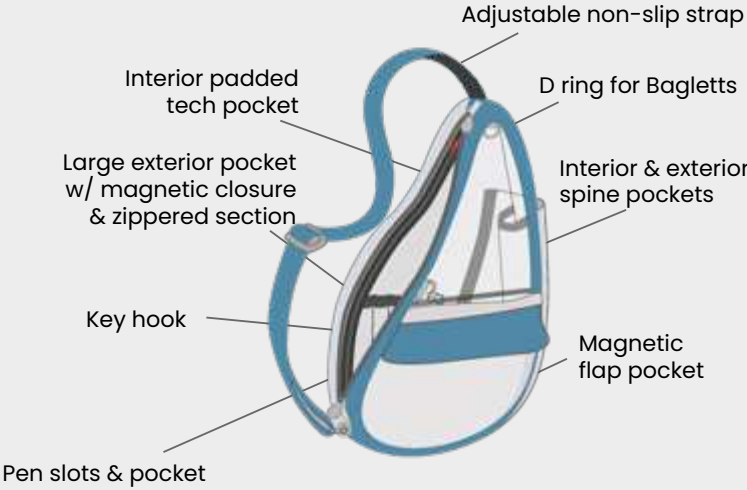
SKU: 734-SI
Case: 17 x 8.5 x 4cm

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.



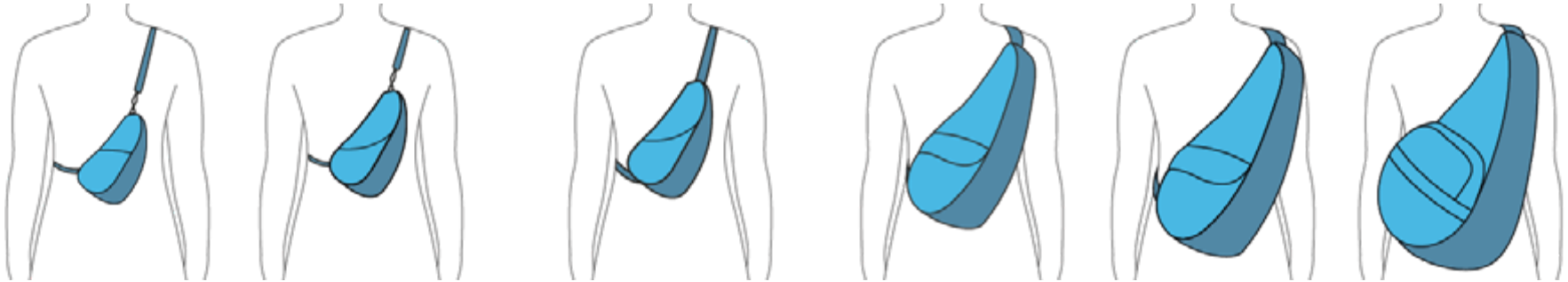
Fixtures

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	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

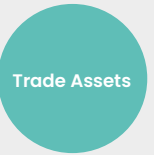
Retail Support

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, 30

	Emerald	Evergreen	Bamboo Forest	Limoncello	Dark Teal	Seagrass	Capri Blue	Chambray	Vintage Indigo	Blue Night	Amethyst
MB			6100-BF	6100-LC			6100-CP	6100-CM		6100-BN	
B	6100LG-EM	6100LG-EV		6100LG-LC	6100LG-DT	6100LG-SS	6100LG-CP	6100LG-CM	6100LG-VO	6100LG-BN	6100LG-AM
S	6303-EM	6303-EV	6303-BF	6303-LC	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		

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

Prints pp.14-17

Flora 1	Flora 2	Rococo 1	Rococo 2	Half Moon 1	Hot Tropics	Wild Blue	Wild Pink	Sunburst	Tie Dye Indigo	Tie Dye Chambray	
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-IN	6263-CM
M						6264-HT		6264-SU			

	Ash	Stone
S	64103-AS	64103-ST

Special Editions pp. 11, 20-25

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

Microfibre pp.8 & 13

Black	Navy	Blue Sage	Tropical Green	Cobalt	Red	
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					

Navy Quilted	Pink Ribbon
S	7403-NV
Purse	720-CA
B	7100LG-CA

Recycled Nylon p.9

Walnut	Cinnamon	Juniper	Marine Blue	Slate	Black	Flint	
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

Dune	Sage	
M	3204-DU	3204-SG

Leather p.24

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

Brown	Blue	
SL	4201-BR	4201-BL
S	4203-BR	4203-BL
M	4204-BR	4204-BL

Tyvek® p.23

Grey	Chamois Green	Metallic	
SL	6171-GX	6171-GR	6171-ME
S	6173-GX	6173-GR	6173-ME

Ocean	Sand	
M	83824-OC	83824-SA

Black	
M	83414-BK

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 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 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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T: 020 7812 9800 trade.thehealthybackbag.co.uk 35

HEALTHY BACK BAG

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