

Press Release: Mr Hux Introduces Accessible Fragrance Packaging with Braille

Sydney, Australia – In a bold move towards inclusivity, Mr Hux, a premier Australian fine fragrance house, is proud to announce the release of its new fragrance sizes—2ml and 10ml—featuring packaging with braille. This makes Mr Hux the first and only fragrance house in Australia to incorporate braille on its products, setting a new benchmark in the beauty industry for accessibility.

The initiative is part of Mr Hux’s broader commitment to becoming one of the most accessible beauty brands in the world. Over time, the company plans to roll out braille on all its packaging, ensuring that those who are blind or visually impaired can enjoy the same luxury experience as everyone else.

Founder Liam Carr shared, “Our vision is to create a beauty brand that truly caters to all individuals, regardless of their abilities. We believe in making luxury accessible to everyone, and our new packaging is a step toward that goal. We are committed to continuing our work with the blind and visually impaired community to improve our products and ensure they meet the needs of all customers.”

To ensure the highest quality and compliance, Mr Hux has partnered with Braille House in Queensland and adheres strictly to the Australian Braille Standards. This collaboration reflects the company’s dedication to working closely with the community and experts in the field to drive meaningful change.

“Our journey toward accessibility doesn't stop here,” Liam continued. “We are continuously seeking feedback from the blind and visually impaired, as well as others within the community, to enhance our packaging and product experience. This is just the beginning of our long-term commitment to making beauty accessible for all.”

Mr Hux’s new fragrance sizes, 2ml and 10ml, are now available with braille packaging, and the company plans to extend this feature across its entire product line in the near future.

For more information on Mr Hux’s accessibility initiatives or to purchase the new fragrance sizes, visit mrhux.com.au or contact hello@mrhux.com.

About Mr Hux Based in Sydney, Australia, Mr Hux is a fine fragrance house dedicated to crafting luxurious scents while championing accessibility and inclusivity. With a commitment to working alongside communities and experts, Mr Hux continues to innovate, making its products available to all.

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