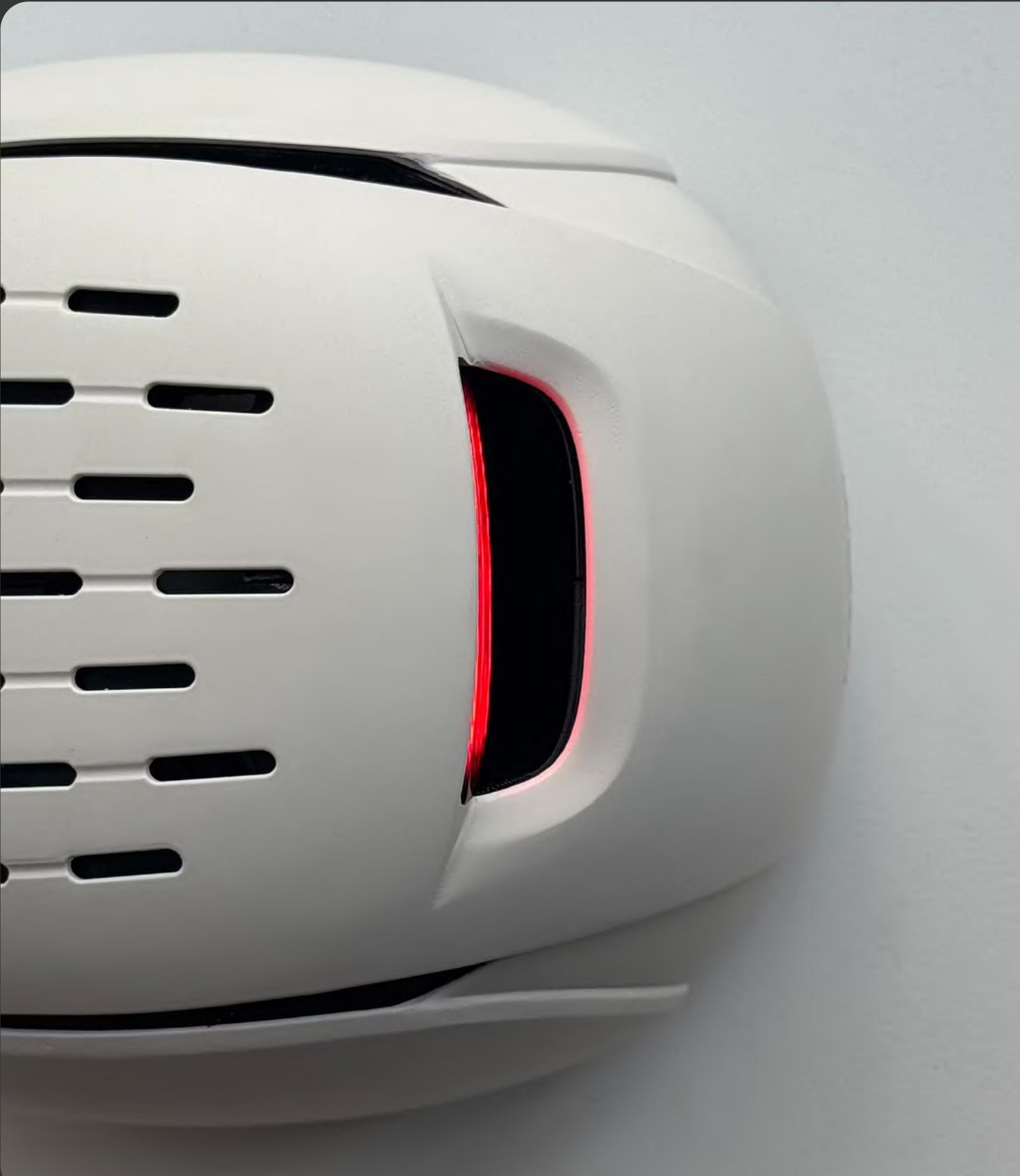




headfirst

What we're all about.

**We make modern cyclists ride in  style  
and  safety, whilst championing  
a sustainable  lifestyle.**



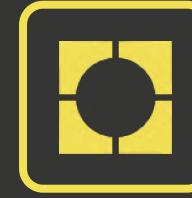
# The helmet that hugs your head



With its adaptable design, the headfirst® helmet fits perfectly around your head.



Enhances more safety with smart brake light and comfort because of the perfect fit.



Adapts to a growing head size to last an entire childhood.



Sustainable design for multi-impact performance and crafted with eco-friendly materials.

# Game changing helmets

More than safety gear – it's a category upgrade



**Style:** Available in three matte finishes; green, beige and black.



**Two sizes fit all:** we offer a Small (51-56cm) and a Large (56-61.5cm). The small literally grows along from young age (5 years).



**Multi sport certified:** EN1078 (EU), CPSC (US), ASTM (multi-impact) & suited for bike, skate and scootering.



**Enhanced safety:** outperforms traditional helmets in protecting the back of your head.





## Optimal Ventilation

Features large front and back vents with a unique chimney vent pattern on top for optimal airflow.

## Multi Impact

Multi Impact engineered for multi-impact performance with EPP-materials instead of EPS, ensuring flexibility, long-lasting protection and durability.

## Eco-Friendly Design

Our premium ABS outer shell incorporates recycled materials without compromising protection. Complete with a sustainably crafted chin strap made from 100% recycled materials, our innovative product offers both superior safety and environmental responsibility.

## Effortless Magnetic Buckle

Combines secure functionality with sleek design, offering one-handed use, pinch-free comfort, and reliable fastening.

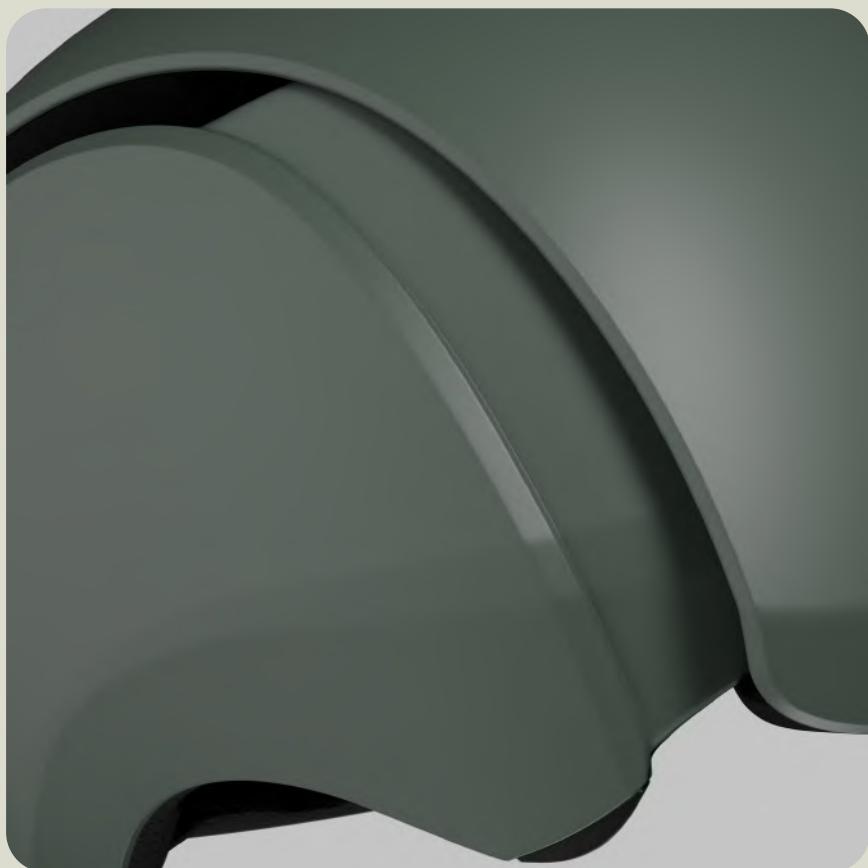
## SafeFit

**Approximately 70% of adult helmets and 95% of children's helmets do not fit properly. This means that many adults wear helmets that do not fit well, which can reduce the effectiveness of the helmet with 50% in protecting against head injuries.**



- Our patented (pending) SafeFit system is fully integrated into the helmet. This makes it concealed, less vulnerable during an accident, and prevents the adjustment mechanism from injuring the back of your head in the event of a collision, in contrast to conventional systems.
- The interaction is super simple: you push the helmet around your head as if you're styling your hair. Releasing it is just as easy: with both thumbs, you press the release buttons.
- The innovative designed SafeFit system ensures that our helmets seamlessly adapts to every head shape and size, increasing safety compared to loose-fitting helmets.





## About headfirst®

**We're Dutch, and like many of us here, we love riding our bikes every single day. But let's face it, bike helmets could be cooler. That's why, at headfirst® we're blending our passion for cycling with a love for head-turning, functional design to redefine what a helmet can be.**

In collaboration with APE Design Studio, we've set out to shake up an industry that's long overdue for change. The current options? Too often uncomfortable, uninspired, and wasteful. Our goal is to create helmets that address those issues, helmets that look good, feel great, and make a real difference.

Our vision is clear: cycling safety shouldn't be a compromise. By combining innovative materials, stylish design, and a commitment to sustainability, we're making comfortable helmets that protect and inspire, empowering every rider to hit the road with confidence.

**We're excited to announce our official launch in April 2026.**





# headfirst

protecting beautiful minds

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