

Oltra Introduces Oltra Glide: A Refillable, Plant-Based Anti-Chafe Balm Built for the British Summer

London wellness brand takes on single-use personal care with a twist-up, refillable balm that protects skin from chafing during walking, travel, sport & everyday

LONDON, UNITED KINGDOM, July 15, 2026 /EINPresswire.com/ -- As the UK heads into the hottest weeks of the year, London-based wellness brand Oltra is introducing Oltra [Glide Anti Chafe](#) Balm to the wider UK market: a natural, refillable anti-chafe balm designed to stop skin rubbing before it starts, whether that's a marathon, a city break, a long shift or a summer day in a dress.

Chafing is often thought of as a runner's problem, but heat, sweat and lighter summer clothing make it an everyday one. Inner thighs, feet, underarms and bra lines all take more friction in warm weather, and searches for chafing solutions surge every British summer. Oltra Glide is built for exactly these days: a solid balm that twists up like a stick, glides onto clean, dry skin with the handsfree application, and forms a lightweight, invisible breathable barrier that holds through movement, heat and sweat.

"People shouldn't have to shorten a walk, change an outfit, wear extra shorts or lose focus in an



OLTRA
BE UNSTOPPABLE

OLTRA GLIDE
ANTI CHAFE SOLUTION

**PREVENT CHAFING.
REDUCE FRICTION.
KEEP MOVING.**

Oltra Glide is a natural anti chafe solution designed to help prevent rubbing, irritation and discomfort caused by everyday movement. Lightweight, non-sticky and made with naturally derived ingredients to keep skin comfortable all day.

PREVENTS CHAFING

SUITABLE FOR MEN & WOMEN

VEGAN & CRUELTY FREE

LIGHTWEIGHT & NON-STICKY

BUILT FOR EVERY MOVE

ALUMINUM FREE

NATURALLY DERIVED

REFILLABLE BY DESIGN

PARABEN FREE

PETROLEUM FREE

LASTS 6-8 WEEKS

SHOP NOW

Natural Anti Chafe Balm

OLTRA
BE UNSTOPPABLE

CHOOSE YOUR OLTRA GLIDE SCENT

Four unique scents. One powerful anti-chafe formula.

CORE

Clean skin | Quiet strength | Pure performance

Core is intentionally low-scent, designed for those who want performance without fragrance getting in the way.



BEST FOR

Sensitive Skin

Fragrance-Free

Everyday Use

RISE

Fresh altitude | Herbal citrus | Cool clarity

A crisp burst of citrus with cool herbal freshness. Clean, airy and grounded.



BEST FOR

Training

Running

Early Starts

SPARK

Soft citrus | Gentle sweetness | Uplifting energy

Bright mandarin balanced with smooth warmth. Clean, cheerful and wearable all day.



BEST FOR

Everyday Wear

Travel

Active Lifestyles

FLOW

Smooth florals | Creamy woods | Calm sweetness

Fresh citrus melts into clean florals and soft creamy warmth. Balanced, smooth and quietly addictive.



BEST FOR

Office Wear

Low-Key Days

All-Day Comfort

Find the scent that moves with you.

Oltra Glide Anti Chafe

event, because of sore, rubbing skin," said Rocky, spokesperson for Oltra. "We built Oltra Glide to make protection as routine as sunscreen or the right shoes apply before you head out, and the day is about the experience, not managing discomfort."

A refillable answer to a single use category

Unlike conventional anti-chafe sticks and creams that are binned when they run out, Oltra Glide is built around a reuse-and-refill system. The Starter Pack (£15.95) includes one reusable applicator and one 40g refill, which lasts approximately six to eight weeks of regular use. When it runs low, customers keep the applicator and swap in a new refill (£11.95), cutting packaging waste and cost per use over time. What's also handy is that the applicator can also be used for the Oltra Guard (natural deodorant) refills too.

The formula is certified plant-based, using naturally derived ingredients including coconut oil, sunflower wax, shea butter, tapioca starch and vitamin E. It is vegan, cruelty-free, and free from aluminium, parabens and petroleum. Two unisex scents, Rise and Flow are available as well as Core (unscented), so customers choose on preference rather than gender. Oltra is a registered member of Made in Britain, all products are manufactured in Britain.

Early customer response

Since its initial release, Oltra Glide has earned a 96% five-star rating from verified customers on the Oltra website, with reviewers describing use during a marathon, a full day walking around Edinburgh, and extended gravel-bike rides, alongside commutes, workdays and holidays.

Availability

The Oltra Glide Starter Pack is available now at £15.95, with free standard UK shipping on orders over £12 and a 30-day money-back guarantee. Full details: <https://oltra.co.uk/products/oltra-glide-anti-chafe-starter-pack>

About Oltra

Oltra is a London-based wellness brand creating naturally focused personal-care products for active and everyday lifestyles. Its approach combines practical, refillable formats with plant-

The advertisement for Oltra Glide Anti Chafe features a central image of the product tube, which is black with 'OLTRA' and 'GLIDE' in white and red text. To the right, a cyclist is shown in motion. The headline reads 'BEST ANTI CHAFING SOLUTION FOR ACTIVE LIFESTYLES' in bold, with 'BUILT FOR EVERY TYPE OF MOVEMENT' underneath. Below this, a row of icons represents various activities: Running, Walking, Cycling, Hiking, Gym Training, Playing Sport, Travelling, and Working Long Shifts. A sub-headline states 'Whether you're:'. Below the icons, four panels illustrate the product's use: 'RUN' (a runner), 'RIDE' (a cyclist), 'TRAVEL' (a woman with a backpack), and 'WORK' (a man in a warehouse). Each panel includes a brief description of how the product helps. At the bottom, four icons highlight key benefits: 'ONE SOLUTION. TOTAL COMFORT. MOVE MORE. WORRY LESS.', 'NATURAL INGREDIENTS', 'SWEAT & MOISTURE RESISTANT', and 'LIGHTWEIGHT NON-GREASY'. The Oltra logo is in the bottom right corner.

Oltra Glide Anti Chafe uk

based ingredients selected to support people through exercise, work, travel and daily routines. The range includes Oltra Glide friction protection and Oltra Guard natural deodorant. Learn more at <https://oltra.co.uk>.

Media Contact

Oltra Media Team

Email: cs@oltra.co.uk

Website: <https://oltra.co.uk>

Ash Gorasia

Oltra

+44 20 7871 5016

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/926856277>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.