

Clean Living Deliver Solutions for Pristine and Healthy Homes

An exciting new range of environmentally-conscious cleaning solutions that are extremely effective, free from harsh chemicals and safe for your family, pets, home and the wider environment.



Maidstone, Sep 26, 2019 (Issuewire.com) - [Clean Living International](#) has just launched a range of cleaning solutions to satisfy the environmentally-conscious, chemical-wary and style-seeking consumer all at once. Finally; an eco-friendly collection of household cleaning products that work, look desirable and have an incredible fragrance.

Their unique formulations, planet-friendly concept and ecological designer packaging are set to propel their products on to the must-have list for all those looking for a healthier and more socially conscious way to clean their homes. They're free of harsh chemicals and reduce single use plastic waste while looking sleek and trendy in the home.

The product line is revolutionary, using sophisticated aluminium bottles that add an element of luxury design to their chic and eco-friendly Complete Cleaning Kit. They also cleverly harness the power of nature using enzymes that give a much deeper clean to leave your home naturally gleaming.

Helen Bee, Director of Clean Living International says: “The idea of creating a range of “clean” cleaning products came after a meeting I had with Gill, who is a sustainability-focused chemist. She wanted to replace the use of hazardous chemicals in cleaning solutions with friendly bacteria. She went on to draw comparisons between the potential to use bacteria in cleaning with the use of prebiotics and probiotics to maintain our health. A short while later, I was watching David Attenborough’s Blue Planet series feeling in awe at the beauty of the oceans yet despairing at the way the human race is filling them with plastic. I called Gill straight afterwards to discuss whether we could create an eco-friendly cleaning range that also reduced single use plastic waste and that was how Clean Living International came to be.”

According to Gill, Clean Living International allow the consumer to make educated decisions about what cleaning products they use and the impact these have on the environment. “Many of the cleaning products sold through supermarkets contain harsh toxic ingredients, the impact of which very few people realize or understand. Ammonia (often found in bathroom and window cleaners) is an irritant to the eyes, skin, throat and lungs. Chlorine Bleach may ‘kill all known germs’ but is another strong irritant that comes with numerous health warnings. Drain unblockers and oven cleaners often include sodium hydroxide and sulphuric acid, making them some of the most dangerous products sold on supermarket shelves. These are merely a few examples from a long list of toxic ingredients that many of us have been using regularly for years, without giving them a second thought.”

The formulations of Clean Living’s unique range include none of these toxins. They are mostly based on ‘probiotic’ ingredients, which naturally break down fats, oils, grease and other organic matter, leaving surfaces deeply cleaned, hygienic and odour free. As Gill explains, “Clean Living International products truly are nature’s way of cleaning. The probiotic ingredients completely remove organic matter by penetrating deep into surface pores whereas traditional chemicals can’t reach. This results in more effective and much longer-lasting clean.”

Their most popular item is their [Complete Cleaning Caddy](#) which costs £41.99 and contains everything you need to clean your house from top to bottom. It includes the following products: Biological Odour and Spot Remover, Biological Multi-Purpose Cleaner, Glass Cleaner, Dry Carpet Cleaner, Biological Bin Odour Eliminator, Kitchen Cleaner and Degreaser, Limescale Remover, Bathroom Cleaner, Drain Maintainer and a whole set of accessories to use them with. These all come in an impressive caddy, making it easy to store and carry your products from room to room as you clean.

But the most inspiring part of all is their refillable concept. The product is in concentrate form and comes in 30ml sachets which are designed to be poured into the aluminium bottles, topped up with tap water and then refilled when they run out. The solutions are 100% biodegradable, stunt the growth of harmful bacteria and are free of sodium hydroxide, chlorine, phosphate, solvent and ammonia. Replacement sachets start from just £1.50 meaning Clean Living offers a cost-effective alternative which is good for the home and good for the environment.

The company has garnered much interest and is being backed by a series of successful entrepreneurs including Lloyd Amsdon. Lloyd was a Founder of Watchfinder, which was last year acquired by luxury brand group Richemont.

“I’m always on the look-out for Companies with great ideas and strong teams motivated to deliver on them. Clean Living has both of these in abundance, and as an added bonus, is leading the way in efforts to reduce global pollution. By replacing the use of hazardous chemicals with natural cleaning products, and by reducing the number of single-use plastic bottles that end up in landfill or in the oceans, Clean Living has the potential to make a significant positive difference to the environment. I am excited to have

had the opportunity to invest in it and look forward to the Company going from strength to strength as word spreads.” Lloyd says.

Clean Living products are available for purchase online at www.cleanlivingint.com or through a network of distributors across that UK that will promote and sell the range. Director Helen Bee says: “We felt our products would be lost on supermarket shelves where people make quick buying decisions. Instead, we want our message to spread quickly through a group of motivated ambassadors who are passionate about our products.”

About the company: Clean Living International produces a range of planet-friendly cleaning solutions. The products combine good bacteria with enzymes to provide effective cleaning solutions without harsh chemicals, in reusable aluminium bottles that are environmentally conscious and work on a concentrate and refill concept.

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