



Reduce
 Revolutionize
 Recycle
 Reuse



Clean Brand

A Bottle in the Palm of Your Hand





Our Mission

Our goal isn't to create yet another sustainable product that only a few can afford. It is to **drastically reduce** plastic waste. We want to provide consumers with **unprecedented value** and **convenience** that rewards **sustainability** while delivering our product at a **fraction of the cost** of our competitors to every **family**.

This is a once in a generation type of product.



How It Works

Our dissolving tablets turn warm water into a fresh bottle of hand soap or cleaner in the space of a few minutes.

It's a bottle in the palm of your hand.

On top of that, we load every bottle with two full sets of tablets. Essentially, it is a **permanent buy one get one free** with every bottle purchase!



About Our Products

- **Two categories** of products
 - Tablet-filled dispenser bottles
 - Tablet refills
- Simple three-step process:
 - **Step 1** - Fill a bottle with warm water.
 - **Step 2** - Drop in 1-3 of our dissolving refill tablets, depending on the product.
 - **Step 3** - Wait. In only minutes, it's ready to go.
- We **never sell empty bottles** – this negates the space-saving and logistical benefits of selling tablets. Customers also react less positively to the idea of paying for an empty bottle. Instead, we **fill ours with enough tablets for 2 full bottles** of liquid.
 - With our extra-large bottles, that's as much as some brands (i.e. Method) provide in their entire refill packages.





Our Product Lineup

Item	Bottles	Tablet Refills
Hand Wash	<ul style="list-style-type: none">• 16.9 fl oz x 2• 3 fragrances• MSRP: \$3.99	<ul style="list-style-type: none">• 15 tablets per box• Makes 84.5 fl oz total (16.9 x 5)• MSRP: \$5.50
Multi-surface cleaner	<ul style="list-style-type: none">• 33.8 fl oz x 2• Soft Scent (lemon)• MSRP: \$3.99	<ul style="list-style-type: none">• 10 tablets per box• Makes 338 fl oz (33.8 x 10)• MSRP: \$4.99
Glass Cleaner	<ul style="list-style-type: none">• 33.8 fl oz x 2• Soft Scent (unscented)• MSRP: \$3.99	<ul style="list-style-type: none">• 10 tablets per box• Makes 338 fl oz (33.8 x 10)• MSRP: \$4.99
Bathroom Cleaner	<ul style="list-style-type: none">• 33.8 fl oz x 2• Soft Scent (grapefruit)• MSRP: \$3.99	<ul style="list-style-type: none">• 10 tablets per box• Makes 338 fl oz (33.8 x 10)• MSRP: \$4.99





Use with **ANY**
Bottle!

Superior Value

On a \$/fl oz basis, Clean Brand products eclipse the competition in terms of value offered. Our products typically offer **200% more per dollar** than other leading brands.

Look at the cost of **competing soap brands**:

Bottles	Clean Hands	Dial	Dial Concentrate	Method	Mrs. Meyers	Soft Soap Tablets
Size (fl oz)	16.9 x 2	7.25	7.5 x 3	12	12.5	8 x 2
Retail Price	\$3.99	\$2.69	\$6.97	\$3.29	\$3.99	\$6.98
\$ / fl oz	\$0.118	\$0.371	\$0.310	\$0.274	\$0.319	\$0.436
Relative cost	-	3.14x	2.63x	2.32x	2.70x	3.70x

Refills	Clean Hands	Dial	Dial Concentrate	Method	Mrs. Meyers	Soft Soap Tablets
Size (fl oz)	84.5	40	30	34	33	24
Retail Price	\$5.50	\$4.99	\$5.99	\$5.99	\$6.99	\$4.98
\$ / fl oz	\$0.065	\$0.125	\$0.200	\$0.176	\$0.212	\$0.208
Relative cost	-	1.92x	3.08x	2.71x	3.25x	3.19x

Reduce: The Power of One Tablet



Makes 1 bottle



Makes 2 of theirs

Superior Value

And competing cleaner brands:

Bottles	Clean Brand Multi-surface	Lysol All-Purpose	Lysol Cartridge	Clean Brand Glass Cleaner	Windex
Size (fl oz)	67.6	32	25	67.6	23
Retail Price	\$3.99	\$3.29	\$3.97	\$3.99	\$2.99
\$ / fl oz	\$0.059	\$0.103	\$0.159	\$0.059	\$0.13
Relative cost	-	1.74x	2.69x	-	2.20x

Refills	Clean Brand Multi-surface	Lysol All-Purpose	Lysol Cartridge	Clean Brand Glass Cleaner	Windex
Size (fl oz)	338	90	50	338	67.6
Retail Price	\$4.99	\$4.99	\$4.97	\$4.99	\$5.99
\$ / fl oz	\$0.015	\$0.055	\$0.099	\$0.015	\$0.089
Relative cost	-	3.67x	6.60x	-	5.93x





The R&D Gap

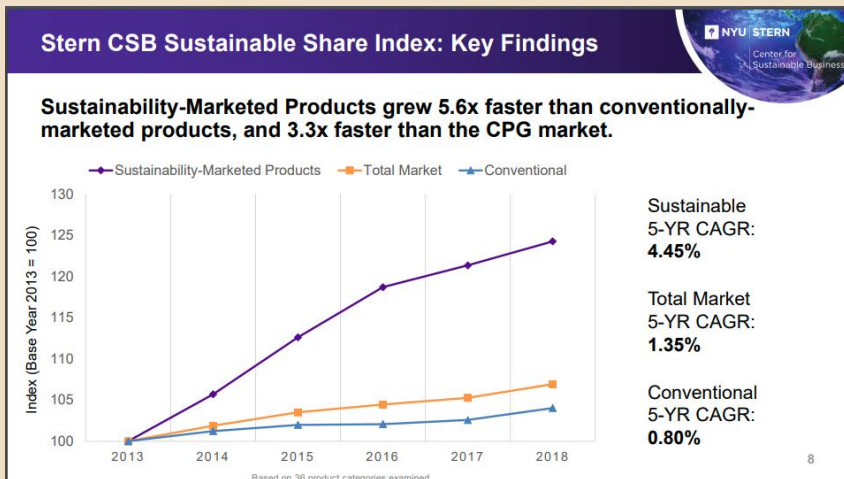
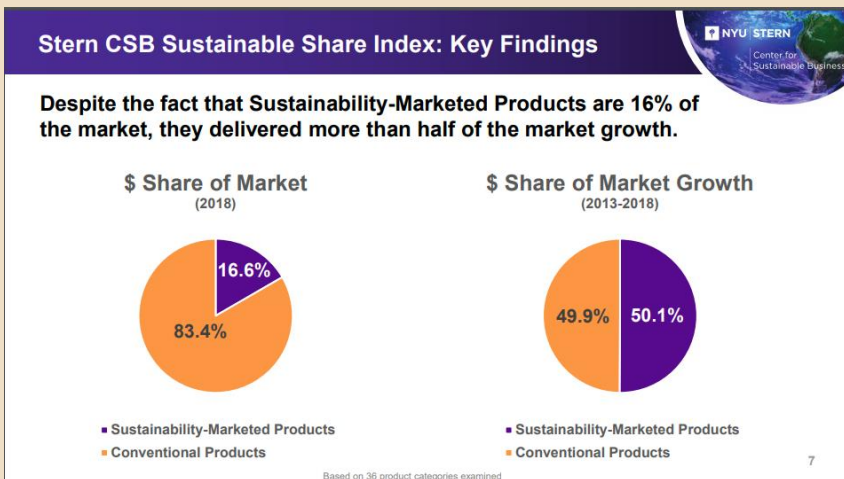
- **Clean Brand** tablets are the result of two years of research and development efforts.
- We are the only tablet maker with a **patented** product.
- For most brands, tablets are just a reproduction of their existing liquid formula styles.
 - Designed by committee, rather than designed by nerds.
- Other brands fail to consider the added scientific complications of concentrated refill solutions.
 - Mineral and microbial.
 - These result in sour smells, poor mixes, and microbial contamination.
 - All of those mean returned products and unhappy customers.
 - In the case of contamination, there is also potential liability for the retailer.
- Better design also enables our more efficient packaging and **much lower per-unit cost.**





Industry Trends

- Sustainable products are by far the **biggest drivers of sales growth** in consumer packaged goods.
 - Per an NYU Stern study, sustainable products provided **over 50% of the sales growth** in the study period despite making up only 16% of the sales.





Save the Earth!

Clean Hands

Vanilla Coconut

Tablet Foaming Hand Soap

Recycle, Reuse, Revitalize!

Recycle, Reuse, Revitalize! Recycle, Reuse, Revitalize! Recycle, Reuse, Revitalize!

Just Add Water

6 Tablets Included: Makes 2 Bottles!



Free of: Cruelty, VOCs, Paraben, Methylisothiazolinone, Petroleum

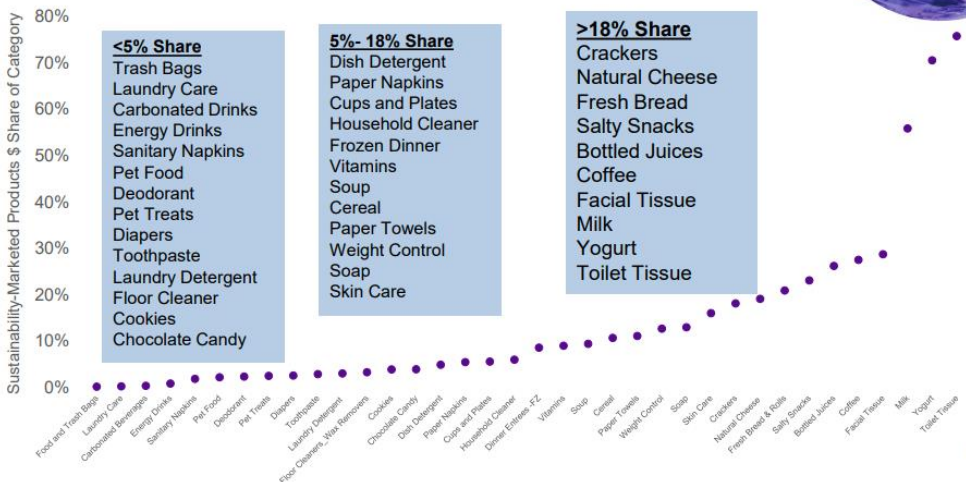
16.9 FL OZ (500 mL)



Industry Trends

- Gains for sustainable products **have not been evenly distributed.**
 - While some categories have large sustainable shares (primarily foods), other have minimal sustainable market share.
 - **Soaps and cleaners** are in the two lower-share categories.
 - This means they have **much more room to grow** in relative terms.

Sustainability-Marketed Products as a % of the Category





Demographic Trends

- Current Millennial age range: 22 – 38
- Gen Z age range: 22 and under
- Millennials are aging into becoming the **biggest buyers** of household products
 - Now the largest generation in history, and set to grow even more in terms of relative purchasing share as the youngest Millennials reach the age to start families.
 - They are much more focused on sustainability than previous generations – according to Gallup polling, **73%** say they would **pay more** for sustainable products.
- Gen Z is known for being **even more conscious** of sustainability issues.
- **Clean Brand** products provide **sustainability without sacrifice** – massively eco-friendly products that also save customers money.



Clean Surface

Multi-Surface Cleaner

Recycle, Reduce, Reuse, Revolutionize!

Just Add
Water

2 Tablets
Included!
Makes
2 Bottles!



Free of:



Lemon

33.8 FL OZ (1 L)

Multi-
Purpose



Product Trends

- Over the past two years, there has been an **increasing number** of online subscription or direct sale providers for **tablet- or gel-based refills**.
 - Clean Cult, Blueland, Gelo, etc.
 - Many brands also sell via the Amazon marketplace.
- **Key market sign:** Amazon has now created their own Amazon Basics line of refillable cleaners.
 - Amazon only adds product to their Basics line when there is a **clear, demonstrated demand** for the item based on their data.
- **Key market sign:** Soft Soap has created their own line of tablets. They are more than **3x** the cost our tablets and have uniformly terrible reviews. In new categories, experience matters.
- **Key market sign:** Lysol and Clorox have created their own refillable cleaner product lines. These offer no price benefit for customers and lock them in to proprietary bottles – poor design that will hamper customer acquisition.
- **Clean Brand** products are the next step for tablet products: aimed at a mass market, with unbeatable pricing.
- Refills as a concept are popular and already widely used in the form of refill jugs or concentrated liquid solution.
- Buyers across the industry tell us the same thing: they recognize that **refill products are the future**. Unlocking the “value” aspect of these products is the path to that future.





Pricing Trends

- **Inflation** will be a key influence on consumer purchasing trends in the coming year. Food prices alone are up 7% in the past year as of January 2022 (per Bureau of Labor Statistics).
- **Gas prices** have spiked, further pinching the budget of the average customer.
- **Clean Brand** is the antidote to this trend. We provide more product, for much less money – exactly what consumers are looking for in times like these.
- Compared to most brands, we provide **200% more** per dollar.
- Our **patented technology** allows us to make tablets that are cheaper and more reliable.
- Refills from other brands use clunky and inefficient delivery methods that alienate consumers and cost more than regular fluids – this will discourage switching.





Save the Earth!

Clean Hands

Sweet Grapefruit

Tablet Foaming Hand Soap

Recycle, Reduce, Reuse, Revolutionary!

Just Add
Water

6 Tablets
Included:
Makes
2 Bottles!

Free of: Cruelty, VOCs, Paraben,
Methylisothiazolinone
Petroleum

16.9 FL OZ (500 ml)

Kid in All of Us

There's a simple fun to the process. Watching the tablets fizz, dissolve, and swirl speaks to the kid in all of us.



Consumer Behavior

- Firsthand examination of grocery locations shows the same repeated consumer behavior:
 - **First:** consumers gravitate toward familiar mid-price brands.
 - **Then:** when mid-tier brands are unavailable (as was often the case in recent times due to the pandemic) consumers then work through available brands in ascending order by value.
- **Clean Brand** products provide a sustainable product that nevertheless retails for a **mid-level price** that would attract immediate customer interest.
 - When forced to consider paying a higher price, customers are more willing to search elsewhere in hope of a better deal.
 - At **Clean Brand** prices, they **never need to do that**
- Consumers love the **feeling** of a deal – i.e. the “Buy One, Get One.” This excites consumers to try new, even unfamiliar products, and it is **built into our product** due to the 2-bottles-in-1 value.





Development of Consumer Trends

- Consider the pattern of adoption of other widespread consumer trends that became mainstream:
 - Organic Products
 - Low-carb Dieting (most recently: ketogenic)
 - Nutritional Supplements
- Stages of adoption:
 - 1st – **Niche**. At this stage, the product is used by only a tiny sub-section of the overall market, often those who *need* it.
 - 2nd – **Early Adopters**. At this stage, hobbyists and trend-forward users have started using the product. It is now gaining increased visibility on social media (Instagram, YouTube, Pinterest). Tablet products have reached this stage, and are on the cusp of progressing to...
 - 3rd – **Mainstream**. At this stage, the product has mass appeal and widespread distribution. Consumers regard it as a normal and commonplace item.





Consumption As Personal Branding

- More and more in the social media age, what people consume (especially what they share themselves consuming) is a form of self-expression and personal branding (“I am a ___ person”). Products that help people express their brand, like being “green,” make them **feel good**.
- Always true in some industries but has now spread broadly as companies tie their brands to social trends.
 - Fashion has been tied to personal branding for its entire existence.
 - In recent years, corporations (from Delta Airlines to Peloton) have used the rainbow “Pride” aesthetic as a branding tool for appealing to young consumers.
- When “being green” is a common part of so many customers’ identities, a product that **rewards** people for being sustainable (with unbeatable value) has a huge built-in market.
 - This is key: most sustainable brands demand that customers sacrifice value as a trade-off. Instead, we reward sustainability with a product that is a fraction of the cost of conventional liquid products.





Never Go Back

- Once customers have embraced a lower-cost alternative, it sets the bar in their mind. After making the switch, the new purchasing behavior is locked in, and they never go back.
- Consider consumer patterns with news:
 - Once customers became accustomed to getting news for free online, many stopped subscribing and never did again.
 - Why the change? The new price expectation had been set. All prices were then compared to the new baseline.
- Clean Brand products offer a combination of vastly lower prices, alongside greater convenience and sustainability. This will become the new expectation for cleaning products that all other brands will be judged against.
- Traditional liquid just cannot compete on efficiency, value, and convenience due to the inherent compactness of our tablets.





Clean Bathroom

Bathroom Tile & Tub Cleaner

Recycle, Reduce, Reuse, Revolutionize

Just Add
Water

2 Tablets
Included!
Makes
2 Bottles!



Free of:

- Cruelty
- Parabens/Sulfates
- SOD
- Phthalates

Grapefruit

33.8 FL OZ (1 L)



Return on Investment

- The efficient delivery of our tablets enables us to offer them at extremely profitable wholesale prices to our retail partners.
 - The markup on all of our items at MSRP is **100%**.
- Their small size further improves the retailer's return on investment through the more efficient use of shelf space (sales per sq ft):
 - Dozens of refill boxes can fit into the same space occupied by only a handful of massive refill containers – stores like you can **fit 5x the profit into the same space**.
 - Even other tablet brands, like Soft Soap, use excessive amounts of space with their design.
- The compact size also improves on-site storage.
 - An entire case of refill boxes will use only a fraction of the space occupied by comparable liquid refills, allowing that space to be used by other products and **increasing your efficiency**.



or...



or...





Family-Friendly

Our adorable mascot and colorful design is specifically tailored to appeal to families.



Logistical Benefits

- Along with the reduction in shelf space used, retailers also experience **vastly increased efficiency** in storage and transportation.
- A **single pallet** can hold thousands of refill boxes and the equivalent of over **10,000 bottles** of liquid product. Storage and delivery are made significantly easier. In addition, the tablets are almost weightless by comparison to that number of bottles.
- That reduced volume and weight also corresponds to savings on shipping costs and ecological impact.
 - Greatly reduced weight from removing liquids provides savings on fuel costs.
 - Lower shipping volume means that more units of other items can be delivered on the same shipment, increasing efficiency and further reducing transportation costs while simultaneously saving more room for your other products.



or...



or...



Reduce Carbon Emissions With Efficient Transportation!



Tablet



Liquid

Because we are not only...



Affordable



*And
Compact & Efficient*



But also, Green

Imagine an entire bottle fitting in the palm of your hand!



Better For Consumers

- For **value-conscious** consumers:

- Our bottle kit prices beat any competitor on a similar or greater quality level.
- And our refill prices leave them in the dust (see next page for breakdown)

- For **space-conscious** consumers:

The same benefits that grocers receive carry over to customers. Whereas once they would have had to carry and store large jugs or packages of refill fluids, now they can fit an entire array of cleaning products in the space from a single bottle.



- For **eco-conscious** consumers:

- Our refills reduce the use of disposable plastic to only a fraction of what it would be on comparable products.
- The aforementioned logistical savings also translate into a greener supply chain and a smaller carbon footprint.





Marketing

▪ Leveraging social media:

- Is key for any modern brand since using social media to build awareness cost-effectively.
- Allows **video illustration** of the tablet process for unfamiliar new customers.
- Specifically targets female customers 18-49 years old and those with interests in environment and sustainability. It also allows us to target women with young families.

▪ Color and Design:

- **Bold color** schemes to stand out from the modest/muted tones of current brands
- Color effect is magnified by boxes – unlike semi-translucent bottles, the **solid surfaces emphasize the color and catch the eye**
- **Unique geometric, rectangular design** creates an (accurate!) impression of greater size and stands out from the broadly similar cylindrical designs of other brands.
- Our cute **mascot** makes our product memorable and gives a family friendly appearance. No one else in the respective categories uses a mascot. We even have a **fun** cutout window to watch the fizzing action!

▪ Strategic Pricing:

- As shown previously, we offer 200% more value per dollar than other refill products – **and also other liquid products.**
- Offering 3x the value lets us clearly differentiate with other brands.
- We stay below the psychologically important \$3.99 threshold



About Us

One day while walking little **Happy** (and our other furry friends), who has since become our adorable mascot, our founder saw the state of her local lake. Trash from litter had built up to create a layer of filth around the shore, spoiling the area and creating dangerous hazards for pets and wildlife alike. This was the seed of inspiration for **Clean Brand**.

We spent a year on research and development before the first tablets shipped out and interviewed numerous waste management facilities and academic researchers to find out what we could do to have the greatest environmental impact with our product (the answer: encourage re-use).

Our goal is to provide sustainable products priced for a mass market. We want to make **being green easy**. When customers don't have to choose between their wallet and their values, it's that much easier to make the world a better place.

*Let our furry friends be our
connection to nature
and a reminder
to protect our planet.*





Contact Us

Our goal has always been, in a market saturated with gouging and opportunism, to create a brand known for fair pricing and the highest quality.

If you'd like to see a sample of our product, or have any further questions, don't hesitate to reach out to our sales manager:

Paul Sepulveda

sales@cleanbrandproducts.com

(407) 757-9182

