



EC30 – The Cleaner Way to Clean

To reverse climate change, we don't need a million people doing Zero Waste perfectly, we need billions doing it imperfectly. EC30's part is to clean up cleaning and help everyone to clean their homes and bodies with as little impact to the planet as possible, and without compromise on performance

WATCH IT
TRANSFORM!



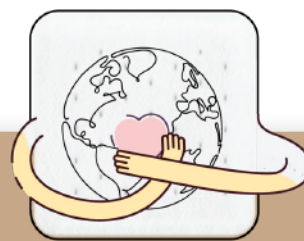
First, we removed water. By doing this we're able provide the cleaning power you expect from P&G, but suddenly in a compact form up to 75% lighter and smaller than traditional liquids which opened amazing possibilities to clean up cleaning!



Second, we removed the Plastic Bottles. Thanks to our solid swatch form we don't need the traditional bulky plastic bottles to transport liquid. Further, we ensured EC30 is packaged in fully recyclable and even compostable materials such as our Try-It-All-Kit.



Third, we asked ourselves what ingredients are really needed to deliver an amazing clean. The new swatch form allowed us to cut out a lot of unnecessary liquid fillers, stabilizers and we do not use chemicals like Phosphates and Chlorine Bleach. Bonus, this benefits our EC30 fans who are seeking less chemicals in their homes, but it also plays a big part to reduce the impact EC30 has on carbon emission.



All this adds up to a cleaner way to clean. No Plastic Bottles, No heavy liquids being shipped to stores, and less chemicals in your homes. Each step helping reduce the impact of CO2 emission during cleaning.

We're only just beginning. We're not perfect yet, but we are obsessed with making further reductions on the impact cleaning has on the planet every day. Follow our Journey and start your path to a cleaner clean at ec30clean.com