



MiEnviron[®]
certified organics

biodegradable
**DISHWASHING
CONCENTRATE**





biodegradable DISHWASHING CONCENTRATE

- **Excellent cleaning, excellent environmental compatibility, and exceptional mildness.**
-
- A low foaming, extremely concentrated formula based exclusively on renewable raw materials and **green-chemistry** principles. Approx **250** sink-loads in one bottle.
-
- Our sugar-based surfactants combine:
 - excellent cleaning performance,
 - low ecological footprint, low eco-toxicity,
 - high biodegradability (OECD Test Guideline 301C)
 - exceptional mildness (classified as non-irritants) and are
 - suitable for septic tanks
-
- They are also approved for use in products eco-labelled “Good Environmental Choice” by the Swedish Society for Nature Conservation.
-
- **Packaging:**
-
- **Ingredients:** purified water, capryl glucoside, coco glucoside, citric acid, bitter orange extract, non-gmo xanthan gum, organic spearmint essential oil.

What is Green Chemistry?

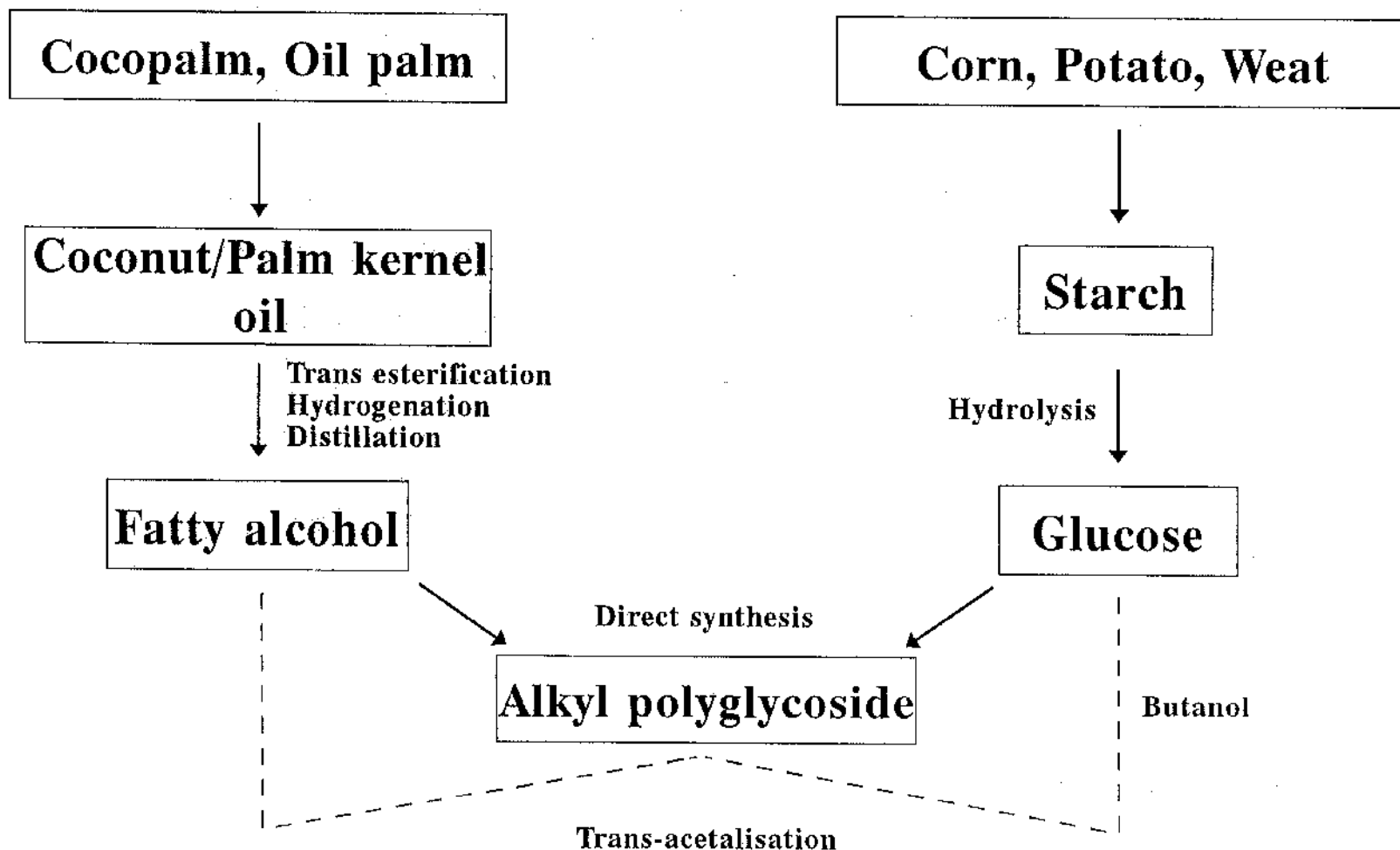
Paul Anastas (ex EPA) developed the 12 principles of green chemistry

1. Prevent waste
2. Design safer chemicals and products
3. Design less hazardous chemical syntheses
4. Use renewable feedstock
5. Use catalysts, not stoichiometric reagents
6. Avoid chemical derivatives
7. Maximize atom economy
8. Use safer solvents and reaction conditions
9. Increase energy efficiency
10. Design chemicals and products to degrade after use
11. Analyze in real time to prevent pollution
12. Minimize the potential for accidents



Green Chemistry in action

Alkyl polyglycosides - Surfactants based on renewable, natural raw materials



Competitor analysis

Product Claims

- * plant derived actives
- * no phosphates
- * no animal testing or ingredients



Ingredients

- * Water
- * Sodium Laureth Sulfate (ETHOXYLATE)
- * Cocodiethanolamide (AMINE)
- * Lauryl alcohol ethoxylate (ETHOXYLATE)
- * Alcohol
- * Sodium Chloride
- * Citric Acid
- * Fragrance (ALLERGEN?)
- * Methylchloroisothiazolinone (NITROSATING AGENT)
- * Methylisothiazolinone (SYNTHETIC)
- * Colour (ALLERGEN?)

Competitor analysis

Product Claims

- * fresh fragrance from plant based ingredients
- * kind to your skin
- * cleans and degreases
- * no chemical residue
- * against animal testing
- * suitable for septic tanks
- * plant based ingredients



Ingredients

- * Water
- * Sodium Laureth Sulfate (ETHOXYLATE)
- * Lauryl Polyglucose
- * Sodium Chloride
- * Citric Acid
- * Perfume (ALLERGEN?)
- * Limonene (ALLERGEN)
- * Hydrolyzed Wheat Gluten/Protein
- * Aloe Barbadensis Extract
- * Citral (ALLERGEN)
- * Bronopol (INCI: 2-bromo-2-nitropropane-1,3-diol, FORMALDEHYDE DONOR)

Competitor analysis

Product Claims

- * Non-toxic & biodegradable
- * Hypo-allergenic
- * Free of phosphates
- * Safe for septic & greywater systems
- * Not tested on animals
- * Kosher-certified



Ingredients

- * Aqua
- * Sodium Laureth Sulfate (ETHOXYLATE)
- * Cocamidopropyl Betaine (SYNTHETIC)
- * Cocamide MEA (AMINE)
- * Coceth-7 (ETHOXYLATE)
- * Sodium Chloride
- * Magnesium Chloride
- * Citric acid
- * Essential oils and botanical extracts (citrus aurantifolia, lavendula angustifolia, mentha spicata, mentha piperita, cananga odorata)
- * Hexahydro-1,3,5-tris (2-hydroxyethyl)-s-triazine (preservative, less than 0.05%) (TOXIC / ALLERGEN)



MiEnviron[®]
certified organics