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Swedish Pure Effect launches new probiotic cleaning concept

The Swedish company Pure Effect launches their new probiotic cleaning concept with All Clean and Clean Floor as well as a new subscription service for these biotechnological cleaning products. This new solution includes everything needed for up to six months of house cleaning. Modern, simple and sustainable cleaning with good bacteria that cleans deep and is gentle on the environment, materials and people.

Swedish Pure Effect launched the first probiotic cleaning product for the home in 2014. The products are based on biotechnology - sustainable, green technology used in professional cleaning for 20 years. Now the company is investing in further simplifying modern housecleaning with bacteria with its new products, All Clean and Clean Floor as well as a subscription service. All Clean, 30 ml, fits in your mailbox and is sufficient for 6 months' worth of cleaning of all surfaces that can withstand water. The small bottle replaces the entire cleaning cupboard full of products, even glass cleaners. The concentrated formulation is diluted with water and then yields a full 20 spray bottles. The new flooring product Clean Floor, is specially formulated to thoroughly clean floors which often have tougher stains than other surfaces.

- *Today, "clean" means more than just the dirt to be removed. More people are choosing environmentally friendly cleaning products because they want to use less harmful chemicals. Many also see the benefits of a probiotic lifestyle and choose to add good bacteria to their lives - for the stomach and the home. To make it easier for everyone to clean probiotically, we have developed our range with new products in smaller packaging and more convenient dosing, says Lina Segerdahl.*

The launch of the new products, the subscription service and a new website will also open for more markets with currencies and shipping solutions in the EU such as Denmark, Germany, the UK and eventually even the United States.

- *Since many of our customers shop online and many goods are transported via global e-commerce today, we wanted to facilitate a sustainable lifestyle and make our concept as compact as possible. We developed a neater package that easily fits in a mailbox. Since you add the water yourself and reduce unnecessary water transport, it really makes a difference. We've also made a huge effort in the stylish design of the small bottle - which are attractive enough to keep front and centre and close at hand for everyday life's little surprises. Extra space is luxurious for both families and overcrowded "urban people," so now you can use the cleaning cupboard to store other things, says Linda Rosendahl Nordin.*

New products:

All Clean Start Kit - 6 months' cleaning* with 30 ml concentrate and spray bottle. 25 €

Clean Floor, 300 ml. 19 €

* based on a blended spray bottle every other week

About Pure Effect's probiotic cleaning products:

Pure Effect's sustainable and efficient products are a new generation of cleaning products. Their unique formula is based on an active bacterial culture that effectively breaks down grease, grime and odour and also penetrates materials' pores. The bacterial culture continues working when you've finished cleaning. All Clean is pH neutral and can be used on all surfaces that can withstand water: toilet, windows, mirrors, stainless steel, ceramics, kitchen surfaces, stain removal on textiles, etc. All Clean is also effective at getting rid of bathroom odours. The formula breaks down organic material and keeps away odour-producing bacteria. Clean Floor is a specially developed heavy duty cleaning product for tougher soiled surfaces like floors. Still gentle, pH-neutral, but specialised in breaking down tougher stains.

Probiotic cleaning and sustainability:

- Sustainability is fundamentally about how we use the earth's resources. Biotechnology as a sustainable raw material instead of fossil substances, leads to more sensible use of land and resources.
- Biotechnology is a technology that contributes to creating a sustainable society
- With probiotic cleaning, fewer chemicals find their way into the sewers. In contrast, good bacteria is added when cleaning water is poured out. For example, *Bacillus Subtilis*, which is a common soil bacterium and used in the water treatment process.
- Pure Effect's probiotic cleaning concept replaces all the cleaning products in your cupboard. This means a reduced chemical cocktail in your home.
- Pure Effect's concentrated probiotic cleaning concept leads to fewer unnecessary water transports and less carbon dioxide because water is added to the solutions at home.
- Pure Effect's probiotic cleaning products are pH neutral and gentle to people using them as well as materials in the home.
- A multitude of bacteria is important for us to feel good. Humans are made of about 1.5 kg of bacteria that, among other things, make up our vital immune system.
- We live in a microbial world. Bacteria are everywhere and on every surface around you. With probiotic cleaning, you establish a good bacteria culture in your home which helps to keep away unwanted bacteria.

About Pure Effect

Pure Effect was launched in Sweden in 2014 by entrepreneurs Lina Segerdahl and Linda Rosendahl Nordin – the first in the Nordic market to offer biotechnological cleaning products for the home. The products are based on an active bacterial culture that deep clean. Pure Effect is tough on grease, odours and dirt, while kind to people and the environment - www.pureeffectsweden.com

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