

# Get Clean with Housework, Etc.

(Shaklee Independent Distributor)



# Get Clean With Housework, Etc. Agenda

- Housework, Etc. Story
- The Real Dirt on Clean
- Get Clean Product Information
- Buying Shaklee Get Clean Products



# Get Clean with Housework, Etc.

## Our Story

- Household cleaning products were some of the first products advertised on commercials. After years the same brand would promise New & Improved products. What was wrong with the old product?
- Why were these New and Improved cleaning products giving off fumes, irritating our eyes, our lungs, making our noses run?



# Get Clean with Housework, Etc.

## Our Story

- Our aim was to choose more environmentally “green” earth friendly cleaning products with less toxic exposure for our employees and our customers.
- Definition of Green:
  - Seeking the least harmful solution for both environmental and human health reasons



# Get Clean with Housework, Etc. Our Story

- Why Shaklee?

- Over 53 year heritage
- Over \$250 Million invested in R & D
- Over 83,000 annual quality control tests
- Over 90 published clinical studies
- 1<sup>st</sup> biodegradable non-toxic cleaner – Basic H
- 100% Satisfaction Guarantee

- Who Uses Shaklee Get Clean Products?

- White House
- Pentagon
- National Zoo
- NASA
- Jacques Cousteau Society
- First Official Earth Day Product – Basic H



# **Get Clean with Housework, Etc. Our Story**

**Our Homes Are a Place Where  
We Can Take Control**



# Get Clean with Housework, Etc.

## The Real Dirt on Clean

81,000 CHEMICALS REGISTERED WITH THE EPA IN THE LAST 30 YEARS, and fewer than 20% have been tested for toxicity!



**FACT:** 90% of all poison exposures occur at home. 218,316 reported poison exposures in 2005 were from household cleaning products

**FACT:** 90% of our time is spent indoors. EPA reports that air pollution is up to five times higher inside than outside

**FACT:** Indoor pollutants come from all sorts of chemicals we use to make our lives easier every day—paints, carpets, furniture, household cleaners, personal care, among others

**FACT:** EPA studies indicate that elevated concentration of household chemicals persist in the air. Long-term exposure to chemicals inside our homes may be harmful to us and our families

# Get Clean with Housework, Etc.

## The Real Dirt on Clean



**FACT:** Some 20 million Americans have asthma

**FACT:** An average of one out of every 13 school-aged children has asthma

**FACT:** Asthma rates in children under age five have increased more than 160% from 1980-1994

**FACT:** Common household cleaners and appliances give off fumes, which can potentially increase the risk of children developing asthma

**“We are conducting a vast toxicologic experiment in our society, in which our children and our children’s children are the experimental subject.”**

Dr. Herbert Needleman

Pediatrician and Professor at the University of Pittsburgh Medical Center

# Get Clean with Housework, Etc.

## The Real Dirt on Clean



**Chlorine Bleach** is the chemical most frequently involved in household poisonings in the U.S.

**Degreasers** may contain petroleum distillates, which can damage lung tissues and dissolve fatty tissue around nerve cells

**Glass Cleaners** may contain ammonia. Ammonia fumes can irritate the skin, eyes, and respiratory system

**Oven Cleaners** can be one of the most dangerous cleaning products, which can cause severe damage to eyes, skin, mouth, and throat

**Toilet Bowl Cleaners** can be extremely dangerous cleaning products, which can be harmful just by breathing the fumes—and fatal if swallowed

SAFE POWERFUL GREEN SMART



GET CLEAN™ Safe for you, your home, and your planet.™

# SAFE CLEAN

We believe home should be the safest place in the whole world.



Get Clean gives you cleaning choices that are **nontoxic** and **natural** and don't contain any of these harmful ingredients:

- ▶ Volatile organic cleaning compounds
- ▶ Kerosene
- ▶ Phenol
- ▶ Cresol
- ▶ Lye
- ▶ Hydrochloric acid
- ▶ Sulfuric acid
- ▶ Sulfamic acid
- ▶ Petroleum distillates
- ▶ Ammonia
- ▶ Sodium hydroxide
- ▶ Butyl cellosolve
- ▶ Phosphoric acid
- ▶ Formaldehyde
- ▶ Morpholine

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# Get Clean with Housework, Etc.

## Shaklee Get Clean Product Information

Shaklee Get Clean Products Being Used in Your Home

### Basic-H2

- All Purpose Cleaner
- Window/Glass Cleaner
- Degreaser

### Scour Off

- Scouring Cleanser

### Basic-G

- Tough on Germs – disinfects, cleans & deodorizes



# POWERFUL CLEAN

We believe you shouldn't have to sacrifice powerful convictions for powerful cleaners. And vice versa.

**Dish Wash Liquid Concentrate** is **twice as effective as** Method<sup>®</sup> Dish Soap and Seventh Generation<sup>®</sup> Dishwashing Liquid on grease\*

**Basic H<sup>2</sup>™ Organic Super Cleaning Wipes** cleans **twice as much** dirt than Pledge Wipes on vinyl flooring\*

**Basic H<sup>2</sup>** (at ¼ tsp in 16 oz. water), Method<sup>®</sup> Go Naked Spray, and Seventh Generation<sup>®</sup> Free and Clear Spray were tested on clean tile. Both the Method and Seventh Generation products left film and streaks. **Basic H<sup>2</sup> left none.**



**Nature Bright<sup>®</sup> Laundry Booster and Stain Remover** is **twice as effective** than OxiClean<sup>®</sup> on grass stains\*

**Fresh Laundry Concentrate HE Compatible** is **33% Better** at removing soil and stains than All<sup>®</sup> Small & Mighty™\*

**Fresh Laundry Concentrate HE Compatible** **Outperforms** Shout<sup>®</sup> and Spray 'n Wash<sup>®</sup> on spot removal\*

\*These performance comparisons were done on March 29, April 24, 2006 and January 11, 2007 and are valid only for the named products marketed at that time. All trademarks are the property of their respective owners.

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# GREEN CLEAN

We believe cleaning house shouldn't involve dirtying the earth.

## Earth-Friendly Product Choices

- ▶ Sustainable ingredients from natural sources
- ▶ Biodegradable surfactants
- ▶ Recyclable packaging
- ▶ Recyclable wipes
- ▶ Recyclable dryer sheets
- ▶ No chlorine bleach
- ▶ No phosphates
- ▶ No nitrates
- ▶ No borates
- ▶ No volatile organic cleaning compounds
- ▶ Shaklee does not test on animals



GET CLEAN™ Safe for you, your home, and your planet.™

# Get Clean with Housework, Etc. Buying Shaklee Get Clean Products

How to Purchase Shaklee Get Clean Products:

- 1) Visit [www.houseworketc.myshaklee.com](http://www.houseworketc.myshaklee.com)
- 2) Call Housework, Etc. office at  
440.871.0506 \*202
- 3) Housework, Etc Website will have a link to  
our Shaklee site

***Questions:***

440.871.0506 x202

# YOU CAN MAKE A DIFFERENCE!



**We believe** that the small act of scouring the sink can be part of the giant act of changing the world.

**Get Educated**

**Get Rid of Hazardous Chemicals**

**GET CLEAN**

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