



## FIRST, WE CLEAN

### The Collection:

FIRST, WE CLEAN is a skin care concept designed to simplify and demystify personal cosmetics. Keeping skin free of impurities while not upsetting its balance of natural oils, is the key to healthy, beautiful skin.

FIRST, WE CLEAN eliminates unnecessary steps and unhealthy synthetic ingredients in order to make taking care of your skin fun, straightforward and affordable. The modern, bold packaging appeals to people of all ages and the super fresh, unisex scents leave users with a smile.

**Scent:** Green Mint Shampoo and Body Wash  
Yuzu Peel Conditioner and Body Lotion

### Formulation Benefits:

Cruelty-Free  
Free of parabens  
Free of DEA/TEA

Free of mineral oil  
Free sulphates  
Free of phthalates

### Packaging:

Recyclable tubes and screw caps made with EcoPure  
Oatmeal-infused, vegetable-based soap in recyclable paper wrap

### Products:

Green Mint Shampoo - 30ml & 500ml  
Yuzu Peel Conditioner - 30ml & 500ml  
Green Mint Body Wash - 30ml & 500ml  
Yuzu Peel Body Lotion - 30ml & 500ml

Oatmeal-infused, vegetable-based soap - 30g