



Better Than Clean™

The world doesn't need another cleaning product, it needs a different cleaning product.

Sensitive Home is the **first** ever line of cleaning products that puts **people's health first**.



CERTIFIED SAFE:



Removing dirt is a given, making your space clean + safe is a first.



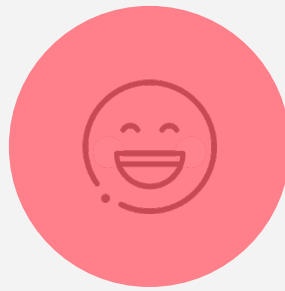
No known irritants. No harsh chemicals. No toxic residues.



Independently tested products that perform as well or better than the leading green or mainstream brand.



Strong enough for the toughest job, safe enough for the most sensitive.



A new standard for clean cleaning that goes beyond planet-safe to people-safe.

How did we get here?

1.0	2.0	3.0
<p>Conventional Cleaning</p> <p>EFFICACY <input checked="" type="checkbox"/></p> <p>SAFE FOR PLANET <input checked="" type="checkbox"/></p> <p>SAFE FOR HUMANS <input checked="" type="checkbox"/></p> <p>Getting the job done using legal and cost effective ingredients.</p>	<p>Green Cleaning</p> <p>EFFICACY <input type="checkbox"/></p> <p>SAFE FOR PLANET <input checked="" type="checkbox"/></p> <p>SAFE FOR HUMANS <input checked="" type="checkbox"/></p> <p>Emergence of lifestyle master brand. Appealed to community with planetary concerns but still compromised on personal health.</p>	<p>Sensitive Home</p> <p>EFFICACY <input checked="" type="checkbox"/></p> <p>SAFE FOR PLANET <input checked="" type="checkbox"/></p> <p>SAFE FOR HUMANS <input checked="" type="checkbox"/></p> <p>No compromise. The first and only to be specifically designed for people health, starting with the sensitive community.</p>

The Sensitive Home difference.

100% Bio-Based	Fragrance Free	Harsh Chemicals	EWG Avg Brand Rating	Negative People Health Impact
	• Yes, cleaning sprays • 96%+ dish & laundry	• Available on full line of products	• None	• None Observed
	• No	• Limited	• D	• High Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage • Moderate Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage, developmental/endocrine/reproductive effects, biodegradation • Contains 1,4-dioxane, known human carcinogen
	• No	• None	• Not submitted for rating	• High Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage • Moderate Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage, developmental/endocrine/reproductive effects, biodegradation
	• No	• Limited	• C	• High Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage • Moderate Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage, developmental/endocrine/reproductive effects, biodegradation • High Concern: acute aquatic toxicity; Some Concern: skin sensitizer/contact allergies/mutagenic
	• No	• Limited	• B (limited products submitted)	• Some Concern: cancer, digestive system effects, respiratory effects, skin irritation/allergies/damage • High Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage
	• No	• Limited	• C	• High Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage • High Concern: acute aquatic toxicity; Some Concern: skin sensitizer/contact allergies/mutagenic • Moderate Concern: acute aquatic toxicity; Some Concern: skin irritation/allergies/damage, developmental/endocrine/reproductive effects, biodegradation

Additional: Any brand using alkyl polyglucosides could contain sensitizing contaminants. Sensitive Home screens their alkyl polyglucosides for such contaminants.

Our Better Than Clean™ products.

SURFACE CLEANERS
32 FL OZ
PACK COUNT 8
PER PALLET 480



DISH SOAP
20 FL OZ
PACK COUNT 12
PER PALLET 1020



“ All the companies who supposedly don't use anything harsh couldn't explain why my daughter was so itchy. After using your detergent, my daughter wasn't itchy for the first time in her life! I couldn't hold back my tears of happiness that for the first time she wasn't scratching, itching or getting frustrated.”

—Angie W

“ Dad was diagnosed with stage 4 glioblastoma brain cancer at 63. Mom is taking care of him all by herself. Because of dad being sick and trying to keep him as healthy as possible, mom ALLWAYS uses your products! It is so amazing the your company noticed these products and mean so much to me and my mom”

—Angela R

“ The all purpose spray is amazing. It doesn't leave streaks and it gets everything clean and I don't worry about any chemicals either. I have been a huge fan of dawn for years and years but since trying sensitive home I have noticed my hands are not as dry and my dishes are also cleaner”

—Leah G



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sensitivehome.com