



# GROUND

PURE • CLEANING • POWER



## WHY CLEAN WITH NONTOXIC PRODUCTS?

As consumers, we should be able to trust the products we bring into our homes and businesses. We shouldn't have to worry whether or not they are safe and healthy.

Unfortunately, most of our conventional cleaning products cannot make this guarantee. These highly unregulated products often contain damaging ingredients, and there is no obligation to share their list of ingredients with consumers.

But what can we do about it?

It can feel overwhelming to change our habits when we're so used to the products we normally buy, but it's now more important than ever to make a switch to nontoxic cleaning options.



"When I was using [conventional] products, I would get headaches and coughs. My hands often cracked and my fingernails even fell off. With Grounded I know I am safe."

SUBIRA - NAIROBI, KENYA

## 1. PROTECT THE HEALTH OF YOU, YOUR LOVED ONES, AND YOUR COLLEAGUES

Conventional cleaning products often include harmful chemicals that can negatively impact people's health. And companies are not even required to reveal the ingredients they use, leaving the public unable to accurately assess products' safety.

Kids are especially sensitive to these chemicals, which can cause long-term, non-communicable diseases.

Our house helps and cleaners are breathing in and touching these products for hours at a time on a daily basis.

Over long periods of time, this can be incredibly damaging. Along with skin and eye irritation, the chemicals found in conventional cleaning products have been linked to asthma, chronic bronchitis, as well as lung, liver, thyroid, and kidney damage.

Are you pregnant or thinking of becoming pregnant? Women are not only exposed to more cleaning products, but these chemicals can affect babies in utero, and overall fertility. They have been shown to lead to developmental effects, such as birth defects, low birth weight, impacts on cognitive development or other harmful effects.



## 2. PREVENT HARMFUL RUNOFF INTO THE ENVIRONMENT

Our cleaning product choices also have a significant impact on the environment. Manufacturing conventional cleaning detergents like SLS/SLES creates environmental damage due to the use of palm oil and can result in products with known carcinogens.

Also, a certain amount of the cleaning products we use will eventually go down the drain and into the water system. This means that the individual choices each of us make inside our own homes and businesses affects our communities, cities, and the entire country.

Kenya's waterways are filled with synthetic foaming agents and non-biodegradable chemicals that are negatively impacting this beautiful country. Nontoxic cleaning products use natural ingredients that are seamlessly integrated back into the environment.



## 3. USE PRODUCTS THAT WORK, NATURALLY!

Finally, using nontoxic cleaning products does not require lowering our cleanliness standards. There is a way to keep our homes and businesses incredibly clean while also keeping our family, customers, and the Kenyan environment safe and healthy.

Years of becoming accustomed to the claims and advertising of conventional cleaning products has resulted in a skewed view of what is needed to effectively clean our spaces.

In fact, going back to the basics of soap and water is actually more effective than using chemical disinfectants.

Additionally, while we've been told over and over again that all bacteria is bad, this simply is not the case. Our microbiome is complex, relying on good bacteria to boost our immune system. Killing off all bacteria actually reduces our ability to fight off illnesses and creates a prime environment for antibacterial resistant superbugs.

Going back to basics in our cleaning habits does not mean that we need to lower our standards.

# Get Grounded

Welcome to the new clean. Grounded is a women-run local manufacturer of nontoxic cleaning products based in Kenya.

We produce effective and safe cleaning solutions for homes and businesses. We disclose 100% of our ingredients, and do not use any nasties. We source 95% of our raw materials locally in support of the Buy Kenya, Build Kenya movement.

We love providing cleaning solutions to protect humans and the environment while not compromising our standard of clean.

Pure. Cleaning. Power.



## PRODUCT PORTFOLIO

With over 30 different products on the market, Grounded accommodates individual sales to households, as well as bulk orders for businesses and retailers.

Our products include nontoxic solutions for:

- Sanitizers & Disinfectants
- Laundry
- Surfaces & Floors
- Dishes
- Hands and Body
- Air & Fabric Freshening

For each of our products, we provide custom cleaning guides and training. For more details on what we offer, please visit our website at [www.grounded.co.ke](http://www.grounded.co.ke).