



Eco-Friendly Commercial Cleaning

www.consciouslivingthailand.com



About Us



Combining **ancient wisdom** with **modern microbiology** to **revolutionize** how we care for our body, our spaces, and our environment.

Conscious Living has over a **decade of experience** providing **individuals** and **businesses** with **proven and effective cleaning solutions**.

From our products and production methods through to our operations, we're driven by **sustainable business practices** that put **people** and **planet** before **profits**.





Commercial Cleaning Range

How it works?



100% plant-based ingredients: We rely on pineapples and citrus fruits for their anti-oxidant enzymes, which enable them to function as a natural degreaser and deodoriser.



No synthetic foaming agents: Instead of using SLS, ALS, or other synthetic foaming agents, we use naturally-occurring saponin found in soap nuts as a surfactant.



Fermentation: To extract beneficial elements from our plant-based ingredients and extend the product's shelf-life without chemical preservatives like parabens, our products are fermented.



Multi-purpose Cleaner

A highly acidic, concentrated solution that is ideal for removing dirt, grease and grime, as well as odours caused by bad bacteria. With all natural ingredients, particularly of antioxidants like pineapple and kaffir lime, the solution is an effective degreaser and is food-safe.



Suitable for:

- Kitchen Cleaner
- Floor Cleaner
- Bathroom Cleaner
- Window Cleaner
- Multi-Surface Cleaner

Ingredients:

Soapnut (spindus rarak), **Kaffir Lime** (citrus hystrix), **Lime** (citrus aurantifolia) **Artesian Spring Water**, **Pineapple** (ananas sativas) and **Effective Microorganism**(lactobacillus casei, rhodopseudomonas palustris, saccharomyces cerevisiae).



Dishwashing Liquid



A highly-acidic, concentrated solution that **effectively lathers and cleans all crockery and cutlery**, including both **greasy and delicate items**. This is due to its reliance on **natural antioxidants and degreasers like pineapple and kaffir lime**. The solution is **food-safe**, which means **no chemical residue will be left on utensils**. It can also be safely used to wash **childrens' plates and infant bottles**.

Suitable for:

- Hand-Washing Dishes
- Commercial Kitchen Surfaces

Ingredients:

Soapnut (spindus emarginatus), **Kaffir Lime** (citrus hystrix), **Galanga** (alpinia officinarum), **Lemon Grass** (cymbopogon citratus), **Tumeric** (Curcuma longa syn. C. domestica) **Pineapple** (Ananas comosus), **Elephant Apple** (Dillenia indica), **Laurel Leaf** (ficus microcarpa), **Artesian Spring Water** and **Effective Microorganism** (lactobacillus casei, rhodopseudomonas palustris, saccharomyces cerevisiae).

Laundry Liquid



A highly-acidic, concentrated solution that **removes dirt, stains, and odours** from clothes and linens, while **maintaining the delicacy** of the items washed **without the need for fabric softener**. The solution is suitable for both **machine and hand washing**, and can be used on both **colour and white laundry loads**. Washed items will have a **natural and neutral smell**, and **will not irritate the skin**.

Suitable for:

- Hand-washing and Machine-washing
- Delicate Fabrics
- Stain Remover

Ingredients:

Soapnut (spindus emarginatus), **Kaffir Lime** (citrus hystrix), **Galanga** (alpinia officinarum), **Pineapple** (ananas sativus), **Elephant Apple** (Dillenia indica), **Laurel Leaf** (ficus microcarpa), **Artesian Spring Water and Effective Microorganism** (lactobacillus casei, rhodopseudomonas palustris, saccharomyces cerevisiae).

Personal Care Range

How it works?



100% plant-based ingredients: We rely on pineapples and citrus fruits for their anti-oxidant enzymes, which enable them to function as a natural degreaser and deodoriser.



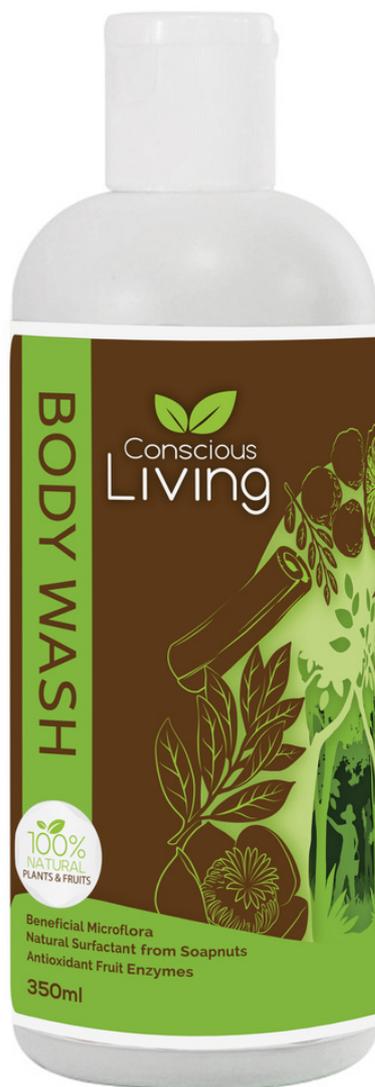
No synthetic foaming agents: Instead of using SLS, ALS, or other synthetic foaming agents, we use naturally-occurring saponin found in soap nuts as a surfactant.



Fermentation: To extract beneficial elements from our plant-based ingredients and extend the product's shelf-life without chemical preservatives like parabens, our products are fermented.



Body/Hand Wash



A mild solution that gently lathers, cleanses, and washes off, leaving all skin types feeling hydrated and balancing its pH levels. Cinnamon is a key ingredient, giving the solution a refreshingly sweet and autumnal smell, while providing it with antibacterial benefits. For hand washing, the solution can be diluted with water.

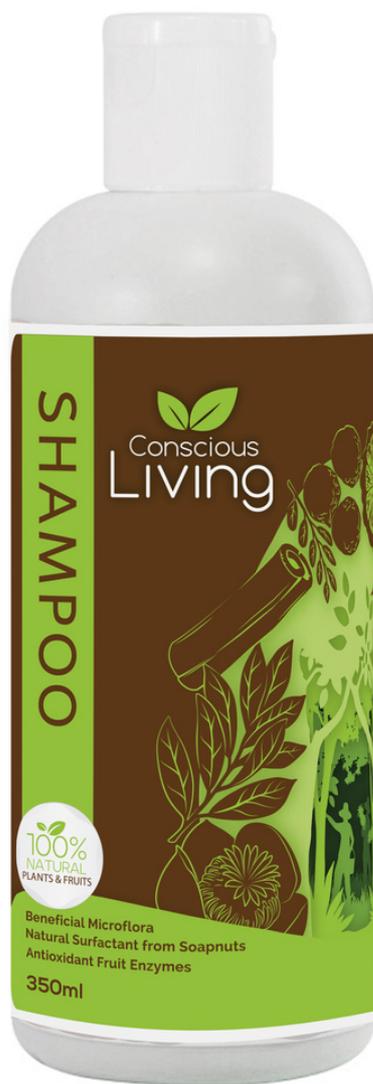
Suitable for:

- All skin types

Ingredients:

Elephant Apple (*Dillenia indica*), Laurel Leaf (*Ficus microcarpa*), Soapnut (*Sapindus emarginatus*), Artesian Spring Water, Kaffir Lime (*Citrus hystrix*), Pineapple (*Ananas sativus*), Cinnamon (*Cinnamomum cassia*), Gooseberry (*Phyllanthus emblica*) and Effective Microorganism (*Lactobacillus casei*, *Rhodopseudomonas palustris*, *Saccharomyces cerevisiae*).

Shampoo



A clarifying solution that removes dirt and grease from hair, while maintaining the scalp's pH levels and protecting against common scalp conditions such as itching and dandruff. Suitable for uncoloured and oily hair. For dry hair, it is recommended to use the shampoo alongside Conscious Living's Conditioner.

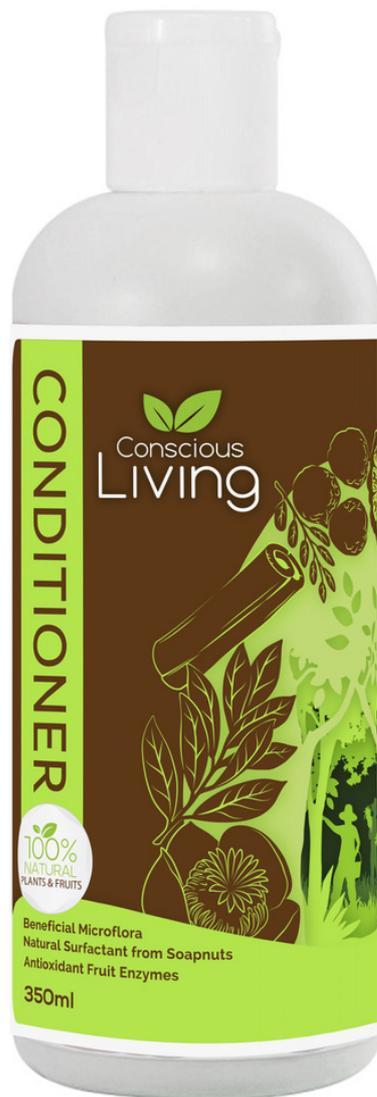
Suitable for:

- Uncoloured and oily hair
- Dry hair (if used alongside Conscious Living's Conditioner)

Ingredients:

Elephant Apple (*Dillenia indica*),
Laurel Leaf (*ficus microcarpa*),
Soapnut (*spindus emarginatus*),
Artesian Spring Water, Kaffir Lime (*citrus hystrix*),
Pineapple (*ananas sativus*), and Effective Microorganism (*lactobacillus casei*, *rhodopseudomonas palustris*, *saccharomyces cerevisiae*).

Conditioner



A moisturizing solution based on naturally-occurring gel from Indian Laurel Leaf, which nourishes hair and scalp to give it a natural shine and softness. Suitable for all hair types, especially dry, damaged, and coloured hair.

Suitable for:

- All hair types

Ingredients:

Laurel Leaf (*ficus microcarpa*), Elephant Apple (*Dillenia indica*), Artesian Spring Water, Kaffir Lime (*citrus hystrix*), Rice Bran (germ triterpenoids), Pineapple (*ananas sativus*), Soapnut (*spindus rarak*), and Effective Microorganism (*lactobacillus casei*, *rhodopseudomonas palustris*, *saccharomyces cerevisiae*).





Technical Aspects

Exploring how we're able to create 100% plant-based products



Using occurring saponin found in soapnuts as a natural surfactant



Creating a probiotic product through the process of fermentation, naturally extending the shelf life of the product.



Using Indian Laurel Leaf as a natural emulsifier



Creating a fragrance free product



Soapnuts as a Surfactant

Only naturally-occurring saponin found in the fruits of the Sapindus tree commonly known as soapnut is used as a surfactant* in our products. These fruits are sustainably wildcrafted and the saponin is extracted from the fruits by a simple soaking process using enzymes and microflora. No chemical or chemical process involved. Our products are safe and hypoallergenic, perfect for those with sensitive skin.

- ✓ No Sodium Lauryl Sulfate (SLS)
- ✓ No Sodium Laureth Sulfate (SLES)
- ✓ No Ammonium Lauryl Sulfate (SLS foam)
- ✓ No Saponification (chemical reaction of vegetable oil and sodium or potassium hydroxide to create lather)



*Surfactant: the active agent, which, when combined with a liquid, creates the foam which decreases surface tension and traps dirt, grease, and grease.

Probiotic and Fermented



Embrace your Bacteria - We do not use harsh chemicals to KILL bad bacteria because when this is done it essentially kills ALL bacteria including the beneficial ones.

Instead, Effective Microorganisms (EM) or good bacteria (to the surface on which it is used on) is added to neutralize pathogenic bacteria naturally without the need to use harmful anti-bacterial agents.

✓ No Triclosan.

Our products last for 2 years (or more) provided its kept in a cool dry place, away from direct sunlight.

✓ No Paraben (family)

✓ No Methylisothiazolinone

We Ferment our products with Effective Microorganisms (EM) – which prevents bacterial and fungal growth and enhances the shelf life of our product without the need for chemicals.

Benefits of Probiotic By using probiotic cleaners, we increase our natural defence against bad bacteria in the area where we use them and when done we pass its biodegradable benefits on to the surrounding environment

Natural Emulsifier

Indian Laurel Leaf or Bai Mee as we refer to it in Thai is used in all our products. The active ingredient of this leaf is Mucilage Polysaccharides, and this is responsible for the gel-like thickness in our products.

It works as an emulsifier* which helps bind water-based and oil-based ingredients.

Typically, Sodium Chloride and PEG-Polyethelyne or Polyoxyethelyne are used in commercial brands of shampoo, body wash, dish soap, and even baby products!

- ✓ No Sodium Chloride
- ✓ No PEG-Polyethelyne
- ✓ No Polyoxyethelyne



*Emulsifiers are one of the most important ingredients in the personal care and cosmetic industries. They are used to create shelf-stable products with a pleasing appearance and texture

Fragrance Free

Our products are completely raw and pure, free from all synthetic and natural fragrances.

- ✓ No Fragrance
- ✓ No Phthalates

A natural slightly acidic smell is found in all of our products. Once used and washed away, there is no scent that lingers on.

Some of our partners choose to create a unique blend of essential oils to create a signature scent for their business.

Essential oils pair perfectly with our products and allows you to add your own identity to our products.



EWG found that about 75 percent of products that list fragrance contain the hormone disrupting chemical, phthalates. Phthalates used make fragrances last longer, and this have been linked to many hazardous health conditions.



Our Mission

Conscious Living is not just about effective products, but is about sustainability and ethical practice, which is built into our core. Our products are made by local communities in the North of Thailand, and we consider their wellbeing and the environment just as much as we consider those of consumers.

**We Support
Local
Communities,**



**That is Safe for
the Environment.**

**In Creating
Quality Products,**



Local Communities

Problem: Farmers receive unfair prices

Farmers are at the mercy of middlemen as they block access to retail markets and set unfair prices (especially during an oversupply). As farmers are unable to survive on agricultural work, many unwillingly travel to cities for low paid menial jobs. Families are torn apart, children left vulnerable, and a myriad of social issues follow.

Solution: We pay farmers fairly and prevent food wastage

We buy the bulk of the produce during an oversupply at fair prices to protect farmers from market fluctuations, which gives them a decent wage and the option to stay in the village with their families. Buying during an oversupply also prevents food wastage. We are able to do this because our production method relies on fermentation.

Problem: Chemical fertilisers results in poor health of soil and farmers

Farmers are often forced to use chemical fertilisers to ramp up production in order to meet ends meet, which affect both the health of the soil and the farmer. Land also becomes barren when there is no time allowed for regeneration.

Solution: We prevent the land from being overworked

Supplying to us means that farmers do not have to overwork the land in order to make a decent income, giving the land time for regeneration and preventing resource depletion. Moreover, our wild-harvested soap nuts do not need to be farmed.

People

Problem: Chemical products harm the well-being of cleaners

Commercial cleaning products are often filled with harsh chemicals that can irritate the skin of cleaners with prolonged use. Inhaling them also harms the health of cleaners in the long run, most of whom are from lower socioeconomic backgrounds.

Solution: We use 100% plant-based ingredients in our cleaning products

As our cleaning products are 100% plant-based and do not contain any chemicals, they do not irritate the skin of cleaners or negatively impact their health in the long run. This is one way to overcome inequity in health outcomes amongst people of different socioeconomic backgrounds.

Problem: Certain groups are disproportionately affected by the residual smell left by chemical products

Commercial, chemically-laden cleaning products can create a mini-ecosystem that is not pleasant, especially for young children and immune-compromised people. This makes it difficult for these groups to occupy spaces that rely on commercial cleaning products.

Solution: We do not add any chemicals or fragrance to our products

Our products are completely free of chemicals, and we also do not add any scent or fragrance. This makes it safe for everyone, including vulnerable groups, and helps make shared spaces more inclusive.

Environment

Problem: Mass production results in CO2 emissions

Commercial products are most likely to be mass-produced in factories through a process of compounding, heating, and cooling. This invariably leads to CO2 emissions and pollution. Not only does this harm the environment, but has detrimental impact on workers who are exposed to these chemicals.

Solution: We use a traditional fermentation method

Our production method is based on fermentation, and does not require any heavy machinery or cause CO2 emissions. The only tools that are needed to produce our products are a knife, a cutting board, and barrels for fermentation.

Problem: Biodiversity is harmed by chemically-laden products

Biodiversity is adversely affected when chemically-laden products go down the drain, mainly impacting aquatic biodiversity. In fact, many Thai islands that are protected national parks have banned the use of all cosmetics in an effort to protect marine life.

Solution: We avoid chemicals completely and our products are probiotic

Our 100% chemical-free, probiotic solution contains effective microorganisms. Not only does it not cause damage to biodiversity, but studies also show that it can increase the beneficial microbial population in the soil. This makes it especially ideal in areas where water treatment facilities are either not available or ineffective.



Working with us

Let's go through what you'll receive as our B2B partner

- High-quality, chemical-free cleaning products that are good for your customers, cleaners, and the environment.
- Products delivered to you in 5 gallon bottles that are reusable, further greenifying your operations and reducing your carbon footprint.
- Tailor-made educational materials elaborating on the aforementioned, which shows your customers your commitment to sustainability.



Rescue the Bottles

We ship our product in 5 gallon containers and work with all of our B2B partners to ensure the container is returned and reused.

For local Bangkok-based businesses:

- Each time a new shipment is delivered, the old containers are returned. We then clean out and refill these same containers to prepare for the next shipment.

For businesses outside of Bangkok:

- Once there is a large number of containers that have piled up, those containers are shipped back to us. Since empty bottles are being shipped back, the cost and impact to the environment is minimal.



Educational Material

Serving healthy vegetarian & vegan meals is at the heart of what we do here at Suananda Vegetarian Garden. But we have taken this to the next level : incorporating a full sustainability ethos in our restaurant. We have swapped chemically-laden dish soap for a 100% sustainable alternative made from only plants and fruits. It's not just about what's on your plate — rest assured that no chemical residues are left behind on our kitchen utensils or down the drain.



We have a refill station of these biodegradable soaps at Suananda Visit our eco shop and contribute to reducing your carbon footprint.

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We provide tailor-made visual tools to showcase how our products work, and the value they add to your business.

This example from a Vegan Cafe in Bangkok sits on the first page of their menu.

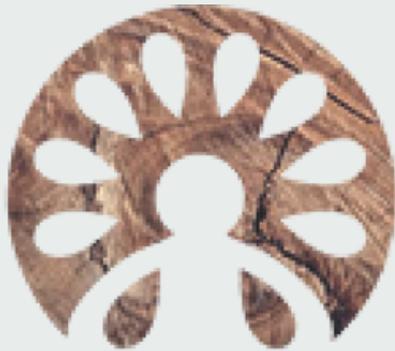
B2B Partners



K I M P T O N

M A A - L A I

B A N G K O K



Lan Sabai



Contact Information



Distribution Centre:

31 Charoen Krung 3 Alley, Wang
Burapha Phirom, Phra Nakhon, Bangkok
10200

Phone Number :

(+66) 089-156-9556

Email :

contact@consciouslivingthailand.com