



# Cleanway

Cosmetics and Detergents Producer





# Mission statement

- A "made in Greece" industry, producing highly regarded detergent and cosmetic products for the national and international markets.

**Mission:** offer a wide range of high quality products at the lowest possible prices

**Vision:** satisfy the needs of customers, final-consumers and employees, having ethics, wellbeing and sustainability as the three **values** of corporate conduct



# History and Milestones

- **1987:** Founded by two chemists, with a previous 10 year experience in the chemical industry
- **1994:** Cleanway entered the Greek super market chains (Galaksias, Atlantik) with PL products
- **2002:** Collaboration with the international retailer Carrefour started
- **2002:** Production facility expanded and moved to Inofyta
- **2004:** ISO9001 certified
- **2006:** Fabric softener products were named “best in Europe” by Eurofin (French testing lab)
- **2010:** Cleanway entered the cosmetics sector
- **2012:** Through R&D activities, cosmetic products were developed under the brand TANGO
- **2014:** Certified with ISO22716 for cosmetics
- **2015:** TANGO body milks got an award from a Greek consumers body
- **2017:** Certified with ISO14001 for environmental management systems
- **2018:** Export efforts accelerated: First exports to Africa, Business delegation in China, participation in COSMOPROF, the biggest cosmetics fair in the world.
- **2019:** Major chains carrying products are: AB Vassilopoulos (Delhaize Group); Makro C & C, OK-Market; Market-in; Jumbo
- **2020:** Cleanway was awarded a European fund for sunscreen R&D. Signed agreement for Herbellis distribution in Saudia Arabia and the Gulf countries



# Products and brands

- The company's product portfolio contains more than **1000 SKUs** of cosmetics and detergents products that belong to more than 20 brand names, own and **private label** (PL)



- Complete range of **detergents**: for household, laundry, kitchen, disinfectants
- Complete range of **cosmetics**: for face, hair, skin, sun protection, pet care, tattoo care
- **Ecolabelled** detergents and cosmetics
- **Premium face care**: combining the best of nature and biotechnology
- **Professional** products for household and personal care



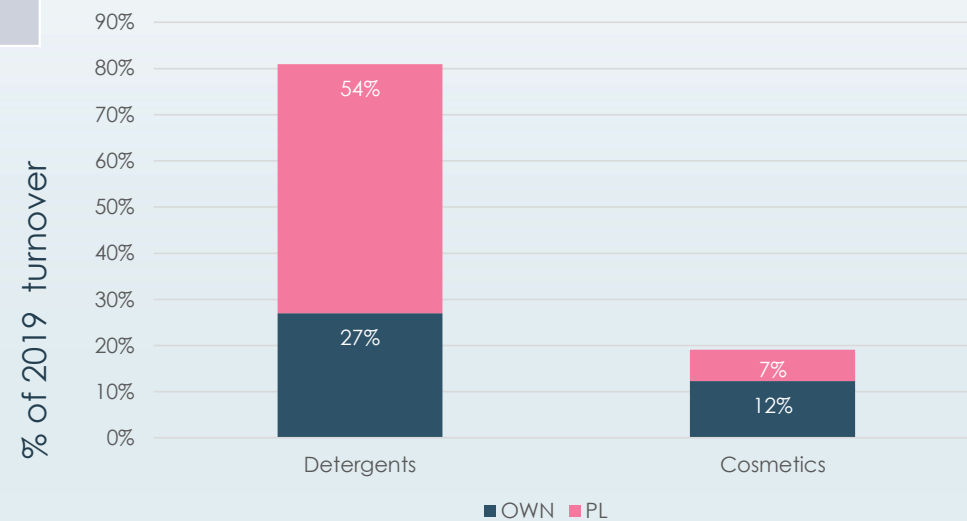
# Clients and results

- **>900 customers** wholesalers and retailers in Greece and internationally
- Acknowledged by the biggest **international retailers**

	2019
Units sold (items)	5.7 mil
Turnover/Revenue €	4.8 mil
Personnel	64



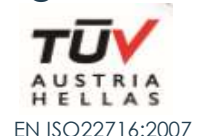
Overview of product output





# Quality and Excellence – success stories

- **Certified** with International standards, for Quality Management, Good Manufacturing Practices for Cosmetics and Environmental Management



- First company in Greece to be certified with **EU ecolabel** for cosmetics and detergents



- **Tango body lotion** was evaluated by a consumers' body and was found to be **6 times better** than competitive products

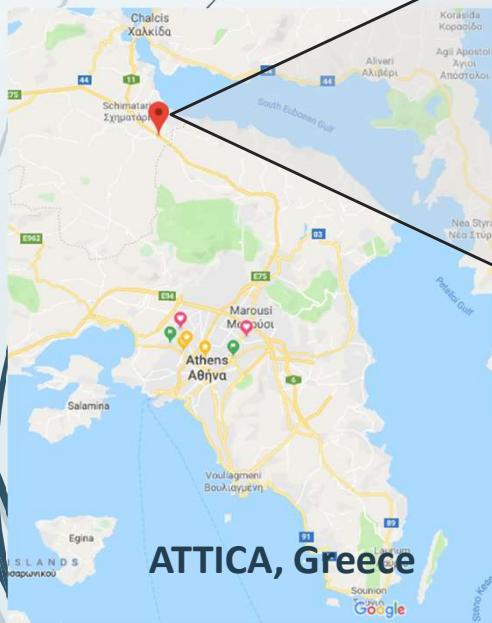


- **The best** product among all European competitors (EUROFIN lab, 2007, for Cleanway's softener)
- **9 out of 10** participants in clinical trial **would recommend Herbellis** to other consumers



# Strong R&D and own Facilities

- **Own R&D with 40 years** experience. Highly qualified chemists, chemical engineers, and biologists of doctorate level, have developed the **whole** portfolio which is **continuously expanding**
- Production facilities located on **8 acres** of company owned property 55Km north of Athens



- Collaborations with acknowledged **Research Institutes** e.g. the National Hellenic Research Foundation and with **specialised labs**



# Cosmetics brands with export potential

- Based on Greek natural ingredients, mainly **organic extra virgin olive oil**



## **Herbellis: Premium** face care for guaranteed **visible results**

Face and eye creams and serum products for deep moisturization, revitalization, radiance, antispot, antiaging and firming action.

- >**92% natural** ingredients and the best of biotechnology
- 2 years of R&D** bring Nature and Science Forward
- Clinical trial** that proves the effectiveness. **9 out of 10** participants in the clinical trial would recommend Herbellis

## **Tango: Value for money** complete care for face, body and hair

Face creams, shower gels, body lotions, body butters, hair shampoos etc in a variety of lovely aromas, with excellent long-lasting sense

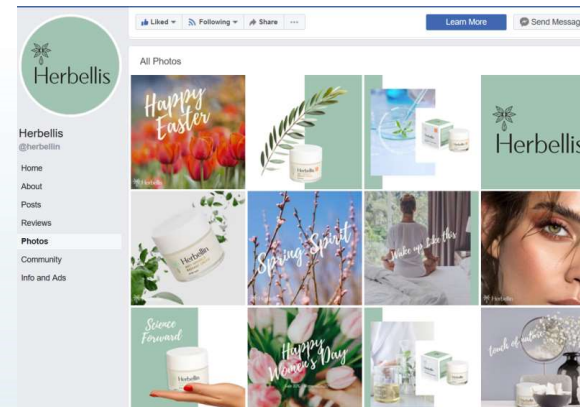
- Verified quality** by customers worldwide and by a Greek consumers body
- Products **worth trying** – **Awarded by a Greek consumers' body**

Learn more: [herbelliscosmetics.com](http://herbelliscosmetics.com) and [tangocosmetics.com](http://tangocosmetics.com)



# Herbellis brand and supporting material

- **12 SKUs** creams& serums. **Continuous expansion** (R&D for BB cream, micellar water, face and eye masks etc)
- Dedicated **leaflet** with integrated **sample**
- **Stand** and **testers**
- Seasonal **Giftpacks**
- **Social media** promotion
- Window **banners**
- Dedicated website **herbelliscosmetics.com**



## Nature and science fusion

Herbellis face creams have been created through **extensive research** to exploit the beneficial properties of **Greek nature** elements. The combination of organically cultivated extra virgin olive oil with scientifically proven bioactive compounds such as hyaluronic acid, vitamin B3, and peptides, creates efficient face care creams that offer **deep moisturization care, revitalization, radiance and antiaging action**.





# Herbellis Clinical trials – proven results

**Products:** 1) Herbellis antiwrinkle and firming cream  
2) Herbellis antiwrinkle radiant cream

**Participants:** 20 women between 45 and 65 years with dull skin, wrinkles and dark spots in their face;

**Process:** Herbellis was applied to face and neck, twice per day for 84 consecutive days.

**Results\*: 9 out Of 10 recommend Herbellis**

## Clinical measurements after 56 days:

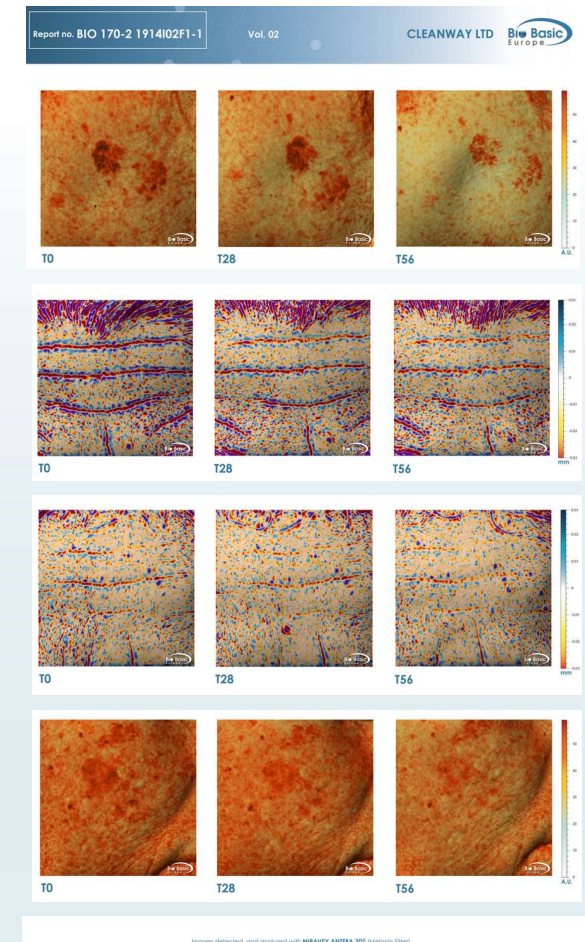
- Moisturisation improves 10%
- Wrinkles reduction 14%
- Compactness improves 15%
- Roughness reduction 6%
- Radiance improves 14%
- Elasticity improves 7%
- Dark spots reduction 7%

## Self Satisfaction after 84 days:

- Moisturisation 8.5/10
- Firmness 8/10
- Softness 9/10
- Radiance 9/10
- Elasticity 8.5/10

**Younger and healthier 8/10**  
**Fragrance and texture 9/10**  
**Overall satisfaction 9/10**

\* For Herbellis antiwrinkle and firming face cream





# Tango brand and supporting material



- **50 SKUs** and continuous expansion through R&D
- Dedicated multilingual **leaflet**
- **Stands**
- **Multiple samples** and **Tester**
- Window **banners**
- **Social media** support
- Dedicated website **tangocosmetics.com**



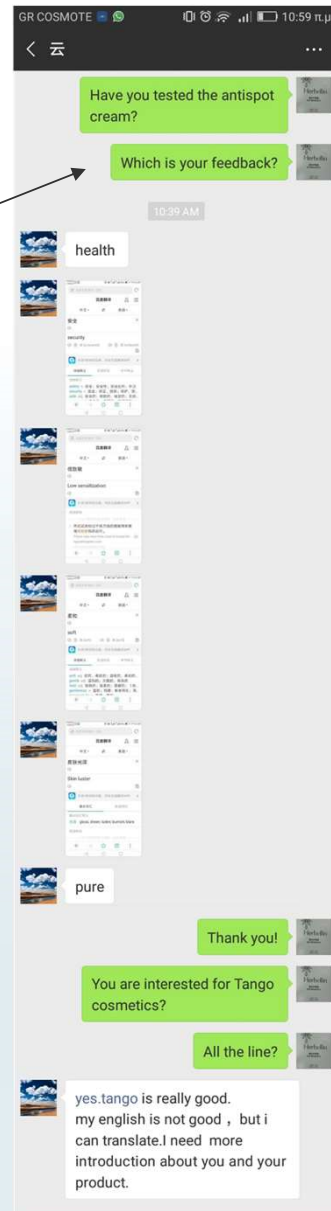


# Market feedback and testimonials

Major Distributor in China commenting on Tango:  
'Health', 'Pure', 'Soft', 'Really Good'

Herbellis and Tango have been **acknowledged** by:

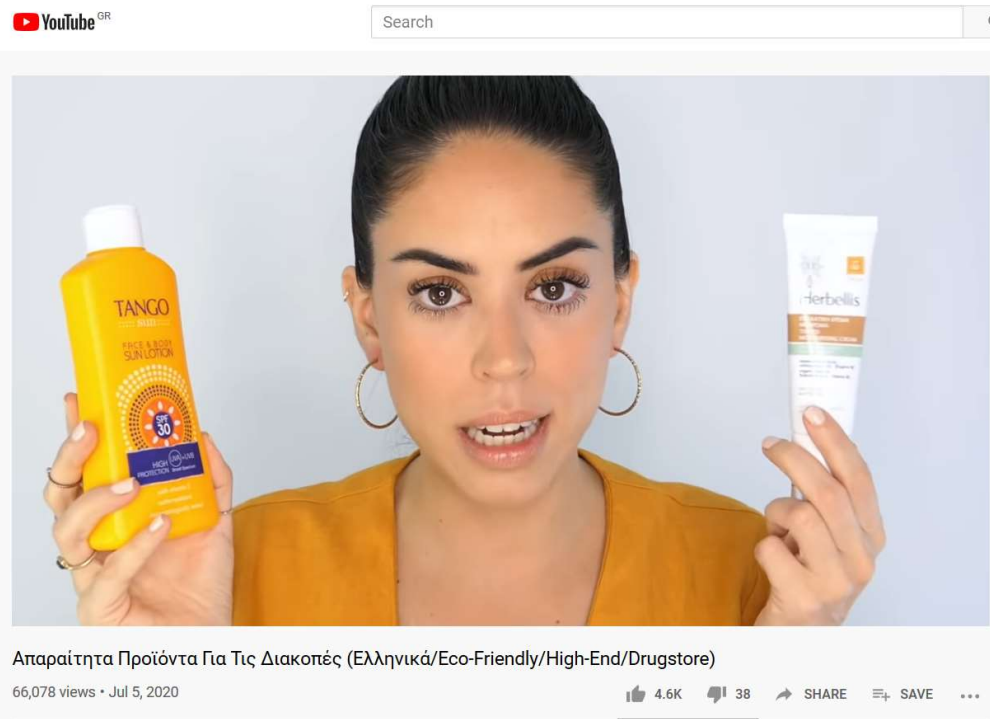
- Sales Directors of two **major suppliers** of face care-active ingredients
- Deputy Director of a big Chinese **pharmaceutical company**,
- General manager of a **market leader** in the cosmetics sector in Greece,
- 4 MDs **Dermatologists** who gave feedback after personal use.
- **Consumers**





# Market feedback and testimonials

Make-up **artists and influencers** talk\* about Tango and Herbellis (\*unsponsored) :



<https://www.youtube.com/watch?v=BnVuzn1BzhY>

<https://www.youtube.com/watch?v=MOJkYfa9J4U>

Herbellis and tango at Cosmoprof: **the biggest cosmetics fair globally**



**COSMOPROF**  
WORLDWIDE BOLOGNA



# Market feedback and testimonials

Herbellis is successfully **exported** and placed in cosmetics shops and pharmacies **next to major brands**





# Tango fans from all-over the world

"Hello from Netherlands.  
Is it possible to buy the bodymilk?  
I was at Zakynthos a few weeks  
ago and **I liked it very much.**  
I hope to hear from you soon".

L.van K.S., **Netherlands**

"Hello, I am Joanne.  
I purchased Tango body milk olive while  
in Greece this past summer.  
**I love this product** and would like  
to order more".

J.H., **USA**

"Hello,  
My name is Martin and I am from Austria.  
My mother in law was this summer in holiday  
in Greece and **she was excited from  
your Tango Hand and Body cream**".

M.L., **Austria**

"Hello,  
Whilst on holiday in Skopelos  
I bought one of your products  
which **I really liked.**  
It is Tango, Moisturising hand and  
body cream - with almond oil  
& aloe for normal skin".

R.W., **England**

"Hi I am from Hungary,  
Couple months ago I was on holiday in Greece  
and I have tried and purchased some of your Tango  
cosmetic products.  
**I really liked them** so I would like to buy more!"  
Best regards

C.G., **Hungary**

"Good morning,  
I known and bought the body milk olive on my trip  
in Greece this summer and **I would like buy it.**  
I live in France and I would like to know if it was  
possible to order".

H.M., **France**

"Hello, My name is Peter.  
During my holiday, I purchased  
some of your products  
and I would like to replace them  
as **I love them!**"

P.G., **UK**





## Cleanway -Reason to Believe

- ✓ Excellent **quality** at the right price – **Value**
- ✓ Internal **R&D** with 40 years of experience – **Innovation**
- ✓ Excellent **reputation** and continuous presence for 30 years in the market – **Credibility**
- ✓ **Wide range** of products for domestic & export – **Flexibility**
- ✓ Limited bureaucracy and **fast decision-making** process - **Entrepreneurial**





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